

PUBLIC MEETING  
STATE OF CALIFORNIA  
DEPARTMENT OF FOOD AND AGRICULTURE

SAN DIEGO COUNTY FARM BUREAU  
CONFERENCE ROOM  
1670 EAST VALLEY PARKWAY  
ESCONDIDO, CALIFORNIA

TUESDAY, JULY 8, 2008  
9:00 A.M.

Reported by:  
Troy Ray

PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345

1                                   A P P E A R A N C E S

2   BOARD MEMBERS

3   Al Montna, President

4   Ann Bacchetti-Silva

5   Don Bransford

6   Luawanna Hallstrom

7   Marvin Meyers

8   Adan Ortega

9   Karen Ross

10

11   STAFF

12   A.G. Kawamura, Secretary

13   Joshua Eddy, Executive Director

14   Michael Smith

15   Jonnalee Henderson

16   Nancy Lungren

17   Robert Tse

18   Alison Heers

19

20   FACILITATOR

21   Michael Lawler

22

23   INTERPRETERS

24   Gabriela Hussong

25   Juan Dario Mendez

1                   A P P E A R A N C E S (Continued)

2 PUBLIC SPEAKERS

3 Chuck Badger, San Diego Farm Bureau

4 Robert Seat, Orange County Farm Bureau

5 Tom Nassif, Western Growers

6 Kasey Cronquist, California Cut Flower Commission

7 Frank Tamborello, Hunger Action Los Angeles

8 Diana Hussey, Resource Conservation District of Greater  
San Diego County

9 Nancy Owens-Renner, San Diego Roots Sustainable Food  
10 Project

11 Sandra Carmona, National Latino Research Center, Cal State  
San Marcos

12 Beth Levendoski, Tierra Miguel Foundation

13 Alicia Finley, People's Organic Food Co-op

14 Judy Pollock, Orange Unified School District

15 Derek Casady

16 Doug Zilm, San Diego Roots Sustainable Food Project

17 Al Stehley

18 Janet Kister, Sunlet Nursery

19 Frank Vessels, California Horse Council

20 Michael Babineau

21 Denise Godfrey, Olive Hill Greenhouses

22 Ben Drake, Drake Enterprises

23 Peter Kilduff, Cal Poly Pomona College of Agriculture

24 Ron Heimler, Cal Poly Pomona College of Agriculture

25 Carol Steed, California Avocado Commission

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A P P E A R A N C E S (Continued)

- Rachel Borgatti, Solana Center for Environmental Innovation
- Jennifer Tracy, San Diego Hunger Coalition
- Jerome Stehly, Stehly Farms Organic
- Carl Bell, University of California Coopertive Extension
- Mike Mellano, Mellano & Company
- Eric Anderson
- Mark Collins, Evergreen Nursery
- Amy Lint, International Rescue Committee
- Nancy Casady, Ocean Beach People's Organic Food Co-op
- Dawn Otsuka
- Bob Atkins, San Diego Ag Commissioner
- Anisa Divine, Imperial Irrigation District

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1 P R O C E E D I N G S

2 PRESIDENT MONTNA: Good morning. I'm Al Montna,  
3 President of the State Board of Food and Agriculture. I'm  
4 a rice farmer from Yuba City, California, and this is my  
5 second term on the Board, and appointed as President of  
6 the Board in March of 2005.

7 I'd like to take this opportunity to have the  
8 Board introduce themselves to you, starting with Don  
9 Bransford on my left.

10 BOARD MEMBER BRANSFORD: Good morning. I'm Don  
11 Bransford. I'm a rice, almond and prune grower in the  
12 Sacramento valley, north of Sacramento about 60 miles in a  
13 county with about 25,000 people, a little different than  
14 here.

15 BOARD MEMBER BACCHETTI-SILVA: I'm Ann Silva.  
16 I'm a third-generation dairy farmer from Tracy and I'm  
17 starting my fourth year on the Board.

18 BOARD MEMBER HALLSTROM: I'm Luawanna Hallstrom.  
19 This is my home area. Vine ripe tomato grower in  
20 San Diego.

21 EXECUTIVE DIRECTOR EDDY: Good morning. My name  
22 is Josh Eddy. I'm the Executive Director for the State  
23 Board of Food and Agriculture, and I'm looking forward to  
24 hearing your comments.

25 PRESIDENT MONTNA: Secretary Kawamura will make

1 some opening remarks, so we'll have Karen Ross.

2 Karen Ross, please.

3 BOARD MEMBER ROSS: Good morning, and thanks for  
4 being here. I'm Karen Ross and I'm President of the  
5 California Association of Wine Grape Growers. And one of  
6 my favorite wine grape growers, Ben Drake, and former  
7 chairman of our association is here in the audience, so  
8 it's good to see you.

9 BOARD MEMBER MEYERS: Good morning. I'm Marvin  
10 Meyers. I'm a diversified farmer, large almond grower in  
11 the west side of the San Joaquin Valley where we farm  
12 without water. And I've been on the Board for several  
13 years, I don't recall, back probably eight or nine years.  
14 And I'm glad to be here and I think you're going to enjoy  
15 it as much as we are. The listening sessions we've had so  
16 far have been sensational, so you'll enjoy this.

17 BOARD MEMBER ORTEGA: Good morning. I'm Adan  
18 Ortega. I'm a public member of the Board on my second  
19 term. I am a long-time ag advocate and I'm very pleased  
20 to be here and thank you all for being here too.

21 SECRETARY KAWAMURA: Chuck, did you have a few  
22 words you wanted to say everybody?

23 MR. BADGER: Yeah. I'm Chuck Badger, President  
24 of the San Diego Farm Bureau, and on behalf of the Farm  
25 Bureau in San Diego and all of the farming community, we'd

1 like to thank this Board for coming and making this  
2 meeting possible.

3 California Ag Vision 2030 is optimistic. I like  
4 that after the recent news of the Citrus Asian Psyllid  
5 coming close to the border and water and diaprepes and  
6 labor. Bob and I are kind of feeling like Job. So one  
7 thing that's interesting is most of us are generational,  
8 we're not the first one of our generation in farming, and  
9 California ag has always met the challenges that we face.  
10 And so it's just another round for our generation and the  
11 generation that comes after us for us to help them prepare  
12 the way to continue to farm in the great State of  
13 California.

14 So thanks again for coming, A.G., and we look  
15 forward to this morning.

16 SECRETARY KAWAMURA: Thanks, Chuck, appreciate  
17 it.

18 Good morning, everybody, it's good to be down in  
19 Southern California. For many of you that I don't know,  
20 and many of you are -- many faces here, my name is A.G.  
21 Kawamura, and I'm originally -- we're a third-generation  
22 grower here from Orange County, and we're still, believe  
23 it or not, as all of you know down here, in between the  
24 buildings trying to make a living at agriculture. And  
25 it's something that becomes a problem when there's no

1 vision for the future.

2           Coming from Orange County myself, in a lifetime,  
3 Orange County was the number one ag county in this country  
4 in 1949, a little bit before I was born, but to watch it  
5 in the course of a lifetime, if you will, a collapse of an  
6 agricultural system is somewhat alarming. And we're  
7 certainly seeing our state has been moving forward, doing  
8 amazing things in agriculture, but not necessarily with a  
9 plan, not necessarily with a vision for what agriculture  
10 can be; and that's what really gave birth to this.

11           I think all of us that -- many of you have had  
12 the opportunity over these past few years to help shape  
13 what a farm bill can be. I think we all learned a lot;  
14 that if we all work together, if we converge our  
15 resources, not separated parallel efforts, trying to  
16 making agriculture better in our parallel silos, we were  
17 making the observation that parallel lines never meet, and  
18 moving agriculture forward in individual silos throughout  
19 this community we call agriculture is not going to get us  
20 anything. If anything, we've been doing a good job every  
21 year negotiating to lose less in our agricultural family  
22 here over the course of the last 40 years or so. And if  
23 that's a good strategy, I don't think anybody would  
24 believe it to be so.

25           And so what we're all about right now -- and this

1 was driven -- the question was asked how did this really  
2 come about. Many of you might have heard about the  
3 San Joaquin Valley Partnership. That was an effort that  
4 took place currently in the San Joaquin Valley that  
5 Governor Schwarzenegger had asked all the different  
6 agencies to work together to find a vision for the  
7 San Joaquin Valley.

8           Our Department was charged with coming up with  
9 what was the ag vision for the San Joaquin Valley, the  
10 eight counties of the San Joaquin Valley, and it was at  
11 that time that we said, well, that would be great if we  
12 put together a -- tried to put together an ag vision for  
13 the eight counties of the San Joaquin Valley, what about  
14 the rest of the state? And it was very clear to us at  
15 that point that we were operating without any kind an ag  
16 plan for where this state may go. And we thought about  
17 did we want to go five years out, do we want to go 30, 40  
18 years out to 2050, do we want to come back and do 2030?  
19 And we arrived at just let's go to 2030. But certainly  
20 that's not limited in this discussion today on going  
21 beyond that or abruptly, like tomorrow, making changes  
22 that we want to see happen.

23           So what I certainly want to say is this: We're  
24 all able to witness around the planet that there is a  
25 collapse of agriculture in different areas, whether it's a

1 full 50-year collapse in Orange County that we can observe  
2 and see that without planning these kind of things happen,  
3 whether it's in Australia where you see, for a lack of  
4 infrastructure and an eight-year drought, you see a pretty  
5 significant, severe collapse of their ag systems, whether  
6 it's countries like -- whether it's Cuba or Crimea in the  
7 Ukraine where they were fully dependent on imported goods  
8 to come in, everything from tractor parts to fertilizers  
9 to seeds, and they had a very good system that collapsed  
10 as the Soviet Union collapsed. That's yet another  
11 collapse that we've witnessed in a lifetime, all of us.  
12 These are the kinds of things that give us pause.

13           And in the face of unpredictable weather by  
14 global warming or just unpredictable weather, we all know  
15 that unpredictable weather means unpredictable harvest,  
16 and unpredictable harvest for our world is not a good  
17 thing.

18           And so I think what we're going to try to do with  
19 these sessions -- and I can tell you it's been very  
20 exciting. We started up in Redding, Sacramento, we came  
21 down to Tulare, we've been out to San Luis Obispo, down to  
22 Ventura. Today we're here. We might have a couple others  
23 in some of the urban areas, maybe Los Angeles, maybe  
24 San Francisco to round it out, but our thought was to  
25 bring together the stakeholders, which are all the

1 citizens of California, to talk about their views, their  
2 hopes, their desires and their, more importantly, their  
3 plans and concepts of how do we get to 2030 and what does  
4 2030 look like in an agricultural perspective for this  
5 state. It's been exciting. I'm not going to speak  
6 anymore about it because I want to be able to hear all of  
7 you.

8           Our Board here has been fantastic. They've been  
9 willing and ready to go and help put this whole thing  
10 together. Great work from Karen Ross here and Al Montna,  
11 and the whole group has been great. I have super staff  
12 here that's been also putting together -- we'll have a  
13 chance to introduce them at the end.

14           I wanted to acknowledge some of the people that  
15 are here though also that are just very, very dedicated  
16 individuals to agriculture and everything that agriculture  
17 is. Two that I want to acknowledge right away is Bob  
18 Atkins from Los Angeles, Rick Lefever --

19           MR. ATKINS: Wait a minute.

20           SECRETARY KAWAMURA: Oh, from San Diego,  
21 previously Los Angeles, sorry, sorry.

22           MR. ATKINS: It's hard to live down.

23           SECRETARY KAWAMURA: The agricultural  
24 commissioner Bob Atkins, and Rick Lefever from Orange  
25 County. I don't see John Snyder or any of the guys from

1 L.A.

2           But we're the only state in the nation that has a  
3 system of agricultural commissioners that are appointed at  
4 the county level, by the county supervisors, but they form  
5 the glue that works together with us, with USDA, with the  
6 cities, with the counties, and they do an enormous amount  
7 of work. And if you don't mind, an applause for all of  
8 them.

9           They have very dedicated staff. Did someone  
10 else -- Eric, thank you very much, Eric Larson, who is the  
11 Executive Director here at Farm Bureau, for all of the  
12 work that you do day in and day out.

13           I'd like to also introduce Robert Jones. Bob  
14 Jones is the Deputy Secretary for the labor agency, as  
15 well as David Dorame who is from the labor agency. Are  
16 you both here? There's David. The labor agency, under  
17 Secretary Vicki Bradshaw has done a very good job of  
18 looking at the food chain, all the jobs that are involved  
19 in agriculture, and they've helped us realize that if --  
20 and Vicki, Vicki Bradshaw, Secretary Bradshaw said this  
21 many a time, one of the visions that she has is that  
22 agriculture becomes a career of first choice. Wherever  
23 you start out in the ag industry, one of the visions that  
24 she has is that you have a ladder that you can go as far  
25 as your talents and your vision will carry you, and that

1 is something that is part of an ag vision for 2030, and  
2 the Labor Department is a very important part of that. So  
3 thank you for all the work you folks do.

4 I'd also like to make sure and acknowledge Tom  
5 Nassif, if you're back there. I see Tom. President from  
6 Western Growers. Bob Seat, just a long-time friend and  
7 past president from Orange County Farm Bureau.

8 But, Bob, you've been involved on the State Board  
9 as I remember, Fair Board for many years. Also Bob Vice,  
10 who is the Past President of California Farm Bureau. Bob,  
11 you're back there.

12 And with that, I think I covered most -- if I  
13 missed, and I probably have missed somebody, I know that,  
14 but thank you for being here. More importantly, we're  
15 here to listen to all the things from inside your heart to  
16 your experiences, and more importantly it's a process that  
17 doesn't end with this year, it's an ongoing process that  
18 we'll continue to do because ag is just a very dynamic  
19 part of our world.

20 So with that, President Montna.

21 PRESIDENT MONTNA: Mr. Secretary.

22 I think we should all thank the Secretary for  
23 directing the Board to have this vision. He set us on  
24 this mission in March, and we have taken it very  
25 seriously. And it's not going to be a document that's

1 going to gather dust, that some have already expressed  
2 their concern with, as we put this document together.  
3 It's going to be a real plan for this industry going  
4 forward, both immediately, because there are immediate  
5 needs, and in the mid term and in the long term.

6           Bob Vice, did you bring one of our hot rods  
7 today, or did you drive in a conventional -- good, I'd  
8 like to look at it afterwards. As you know, Bob is a real  
9 car buff and has some beautiful equipment.

10           But we want to thank all our friends for being  
11 here, many familiar faces. The Board's sixth session now,  
12 and one more in Sacramento and maybe some additions. So  
13 at our Board meeting in August, we'll be doing the clean  
14 up; so those of your friends, neighbors and stakeholders  
15 that haven't had an opportunity, we'd welcome Sacramento  
16 unless, as the Secretary said, we may have one or two  
17 more.

18           This is your opportunity to speak on behalf of  
19 this industry, to keep it robust and viable and address  
20 its contribution to the environment, to the economy of  
21 this great state and to our national security. The Board  
22 is introducing a new paradigm shift in agriculture; and  
23 national security and sovereignty is a big issue as we  
24 look at commodity supplies, oil supplies, and as we move  
25 forward. So be thinking about that in your comments.

1           But we really welcome you here. We're very  
2 anxious to hear -- we're hear to listen. We're not going  
3 to ask many questions, we're going to take testimony. And  
4 we're going to assimilate that testimony, and the Governor  
5 and the Secretary are working on getting a document out  
6 sometime this fall.

7           And so, with that, thank the Farm Bureau again,  
8 Eric and Chuck. It's interesting when you say  
9 "generational," my grandfather came here as a farm worker,  
10 worked for a guy named Paul Masson, the first one, and  
11 finally got enough money to buy a little place. And it's  
12 dramatic when you say "generational," because as someone  
13 pointed out to us in San Luis Obispo, I think there's been  
14 over double digit, extreme double digit increase in Latino  
15 farmers in this state. And it's dramatic because that's  
16 the future. And it is generational; sometimes it takes a  
17 little time, took us a hundred years, but I mean it's --  
18 it is a new paradigm shift in our farmer community also.

19           So with that, thank you very much. And we're  
20 going to turn it over -- Michael, would you stand up.

21           This is our facilitator.

22           Michael, please take over.

23           FACILITATOR LAWLER: Good morning. My name is  
24 Michael Lawler, and I'm facilitating this meeting, which  
25 means that I get to pay attention to the clock and call

1 names and hopefully pronounce everybody's names correctly.  
2 I'm from the University of California at Davis up north.  
3 We are the Aggies; therefore, it is my pleasure to be here  
4 to support the Board and to support this listening  
5 session.

6           How many Aggies in the room, UC Davis Aggies?

7 Welcome. Welcome.

8           PRESIDENT MONTNA: How many Cal Poly Mustangs in  
9 the room?

10           SECRETARY KAWAMURA: Please, don't get him  
11 started.

12           PRESIDENT MONTNA: We used to love to beat those  
13 bull dogs.

14           FACILITATOR LAWLER: I have nothing to crow about  
15 from the UC Davis side. So let's proceed with our  
16 listening session.

17           What I'd like to do is I'm going to go over some  
18 ground rules, which is a bit of a list here if you could  
19 tolerate for a minute or two, and we'll get right to it,  
20 but the list will help structure the day as we go forward.

21           I'm going to read off the ground rules for the  
22 speakers and then I'm also going to read off the ground  
23 rules for the Board as adopted by the Board for these  
24 sessions.

25           The sessions will be videotaped, audiotaped and

1 transcribed. Comments and images will be made available  
2 for public use. All of this will be made available for  
3 public use on the website. The California agriculture  
4 vision is made possible in part by grants administered by  
5 the Clarence E. Heller Charitable Foundation and the  
6 Colombia Foundation.

7           Everyone will treat everyone else with respect.  
8 The facilitator, that's me, will manage the discussion.  
9 As manager of the discussion I may intervene to keep the  
10 conversation on track and on time. And if you don't pay  
11 attention to me, my colleague, Jonnalee Henderson down  
12 here is very tough. So watch out for her.

13           Each person will strive to be complete and  
14 concise. And our suggestion is if you have written  
15 comments that are maybe going to go over five minutes,  
16 maybe edit to the, you know, the strong parts of that.  
17 We'd rather get the comments slowly and clearly so that  
18 the message is clear for our records.

19           Again, it will be recorded and transcribed and it  
20 will be available at the ag vision website, which is part  
21 of the CDFA website, state government site.

22           Cell phones and pagers will be turned off or set  
23 to vibrate during the session. So if you have one of  
24 these, please go to it now and address it so you don't  
25 have to address it later.

1           Speakers are welcome to pass. I don't know if  
2 we've had many speakers pass at these sessions, but  
3 they're welcome to pass if they feel like their issue has  
4 been represented by a previous speaker.

5           Speakers will receive an indication when they  
6 have one minute remaining, Jonnalee, one minute remaining.  
7 And when their time is complete --

8           MS. HENDERSON: I will stand.

9           FACILITATOR LAWLER: Well, there you go. There  
10 should be no confusion.

11           Questions to the panel will be written down by  
12 staff and used for reference during any remaining time  
13 after the speaker has had their time. We have had  
14 sessions where we've had some back and forth, but again,  
15 we're trying to limit it so we can accommodate all the  
16 speakers that arrive for the day.

17           Each speaker will be given an allotted time of up  
18 to five minutes, you don't have to use five minutes, which  
19 are non-transferable to other speakers. You can't use one  
20 minute and give your buddy four minutes; that doesn't  
21 work.

22           I'll be calling out by number and name. And let  
23 me apologize in advance if I get any name wrong. I don't  
24 think I will, but if I do, my apologies to you in advance.

25           Written input on the California ag process is

1 welcome at the time of the session or after the session.  
2 So you can go to the website and write something down if  
3 you heard something today or if you want to communicate  
4 with the President or with the Secretary or the Board,  
5 feel free to go to that. And you can send that to  
6 [agvision@cdfa.ca.gov](mailto:agvision@cdfa.ca.gov).

7           The panel members, the role of the panelists, as  
8 the President and Secretary have explained, is to listen  
9 to the speakers. Questions to the panel will be written  
10 down by staff and used for reference. There will be no  
11 specific questions asked to the speakers except for minor  
12 clarifications until all speakers have concluded  
13 commenting. I will, as facilitator, I will manage that  
14 discussion, and I may intervene to keep the conversation  
15 on track and on time. And again, as you know, I will turn  
16 to Jonnalee Henderson for her assistance.

17           I want to mention the interpretive services  
18 available from our colleagues over to the right from the  
19 Spanish Language Center; Gabriela Hussong and J.D. Mendez.  
20 They have promised United Nations' quality interpretive  
21 services, so they go in both directions; so I plan to use  
22 mine as needed. So if you need one, please go over to the  
23 table here and grab one if you prefer to hear the session,  
24 although it will be in English, if people give testimony  
25 in Spanish, you may want to pick up one of the items.

1           I think that covers our general rules. I want to  
2 thank the president, President Montna, and Secretary  
3 Kawamura for their generous support and the opportunity to  
4 be involved with this, and thank the San Diego Farm Bureau  
5 as well.

6           With that, we're going to proceed with our  
7 speakers so -- yes.

8           PRESIDENT MONTNA: Just one thing. You asked  
9 about if people did pass. We had one or -- we've had one  
10 or two come up and say their points had been addressed,  
11 then they highlighted one of those points; so that has  
12 happened. And there was concern because some people had  
13 been cut off, 15-minute speech rather than a 5, and if  
14 those -- if your comments will get to Josh Eddy, Josh will  
15 make sure they get into the record. And also your  
16 comments are posted online, and so you can read them as  
17 soon as they get transcribed by UC into the system.

18           And I wanted to thank Josh, Alison, Jonnalee,  
19 Nancy Lungren, Robert Tse, wherever Robert is, and the  
20 rest of them.

21           SECRETARY KAWAMURA: Mike.

22           PRESIDENT MONTNA: Mike Smith our intern. He's  
23 the photo guy. So you get to know him, he'll take your  
24 picture for you.

25           And they're all -- anyway, what a great group of

1 folks. Let's give them a big hand because they've worked  
2 hard.

3 So with that, we'll -- Josh, you have something?

4 EXECUTIVE DIRECTOR EDDY: Yes. Thank you. As we  
5 start, just for the record, if when you come to the  
6 podium, can you please state your name and the affiliation  
7 that you're with so that we can get it into the record,  
8 please.

9 FACILITATOR LAWLER: Thank you.

10 PRESIDENT MONTNA: One more thing, Mike. We're  
11 going to try to get through without a break because it's  
12 going to get warm today, and for the value of everyone's  
13 time. So we're going to give the Board permission -- and  
14 some of these folks are harvesting, running businesses, we  
15 can't thank them enough for the time they've dedicated not  
16 only to this effort but all of our State Board meetings  
17 they attend, and they're in a very, very, very active  
18 Board on our hot agricultural issues of the state. So  
19 we'll thank them in advance. But we'll also give them  
20 permission, if they have to get up, make a phone call,  
21 whatever, not in disrespect to any speaker, but to keep  
22 the efficiency of this meeting going, we're going to give  
23 them permission in advance.

24 And we don't have to give the Secretary  
25 permission for anything, because he's the man, so he can

1 do whatever he wants to do. So anyway, back to you Mike.

2 FACILITATOR LAWLER: Thank you, President Montna.

3 Our first speaker is Robert Seat from the Orange  
4 County Farm Bureau. And, Mr. Seat, I want to make sure I  
5 direct you to the correct podium. Mr. Seat, the podium  
6 right there.

7 MR. SEAT: Good morning, Secretary Kawamura,  
8 A.G., Members of the Board, and all of your guests this  
9 morning. I would like to tell you about my vision and do  
10 it in three parts.

11 I have a vision primarily for our coastal area of  
12 southern California, but it applies to the entire state.  
13 I'd like to move up to the biggest challenge that I think  
14 would be to us getting this vision, and finally, my belief  
15 on what we must have for a flourishing agriculture in  
16 2030.

17 In 1988 our state population was running at about  
18 28 million people. Today we're at 38 million. They  
19 forecast for 2030 that we'll be a little above 46 million.  
20 In other words, we're running about five million every ten  
21 years; mainly because every time we have a Rose Bowl,  
22 another hundred thousand head this way.

23 In the nineties we had a study that was written  
24 up in "Scientific American," made by M.I.T. working with  
25 the University of California, that detailed that they

1 expect a city that will run from San Diego to Santa  
2 Barbara roughly by 2030, and by 2050 it will be all the  
3 way up to San Francisco, all the way up and down the  
4 coast.

5           Now, as a retired marine, I was pretty sure that  
6 in Orange County, El Toro was going to be there for the  
7 next hundred years. Since I'd served there, I thought it  
8 would anyhow. 1999 it disappeared. There's 4,000 acres  
9 there. And of that 4,000 they talk about it being a great  
10 park, but people don't realize, 1400 acres of it will be a  
11 great park, 2600 acres are going to be developed with  
12 thousands of homes.

13           Now, the marines have done a good job over  
14 fighting in Iraq and wherever they are called, but I think  
15 they're going to lose a big battle up the road, and it's  
16 going to be the battle of Camp Pendleton. You're going to  
17 see Camp Pendleton hit by developing requirements. And if  
18 that study was true that M.I.T. did, a lot of that 125,000  
19 acres that represents Camp Pendleton is going to be  
20 developed. Marines may keep part of it, some of it may be  
21 a park, but we're going to see a lot of developing going  
22 in that area and San Diego.

23           And just like every other development that we've  
24 seen, certainly in Orange County where you have the land  
25 to be developed, not developed immediately, they want a

1 farmer, they want a farmer on there to hold the taxes  
2 down, to have some return for that land while it's waiting  
3 to be developed.

4 I think we're going to see a lot of farming along  
5 the coast up until 2030 and it's going to be on this  
6 present Pendleton land. Therefore, if that's true, our  
7 biggest challenge is that across the state we do need a  
8 stable and reliable water source. And everyone of us in  
9 this room I'm pretty sure will agree that we're short,  
10 we're being cut back, and the latest two ag alerts from  
11 the San Diego Farm Bureau, one of the farmers is quoted on  
12 what he sees as cutbacks in his water supply, what's  
13 happening down here to the tree crops. The story is we  
14 need a reliable water source. We all agreed to it.

15 So what's the problem? Well, the must-have will  
16 only occur if we change from preaching to the choir,  
17 that's talking farmers to farmers, to talking to the  
18 population, because the only way it's ever going to change  
19 is when the population votes it. We've seen the  
20 legislature try for ten years, and they've failed because  
21 they have too many forces against them from different  
22 sides to be able to find a way. We saw Cal Fed come up on  
23 the scene, and it's pretty much failed.

24 We need a reliable water source around the Delta  
25 that will get to our state water pumps, and then we also

1 need additional solid reservoir storage. If we want to  
2 get that, here's my recommendation: And I think that if  
3 every ag entity -- because I was an ex-nurseryman, and as  
4 a nurseryman I know that we can put things on our product,  
5 on our plants -- everybody can put something that's going  
6 out from their farms or from their producers in the way of  
7 a label. Here's a label similar to what I think should be  
8 going out on each of our items.

9           For the strawberry guy, you might put, "These  
10 strawberries will not be available in a few years if we  
11 don't build a waterway to the state water pumps and  
12 additional reservoir storage. Help us keep strawberries  
13 on your table. Only you can vote for the waterway and the  
14 reservoirs that will protect your food and keep the cost  
15 down."

16           Each person eating strawberries today will read  
17 that. Each of the housewives have a lot of power, more  
18 power than we think. And, folks, if each of us put some  
19 kind of a label on what goes out from our farms and reach  
20 the people who are going to do the voting, not other  
21 farmers, but the people that make the change, I recommend  
22 that we see the vision in 2030 and beyond of agriculture  
23 continuing a healthy way in California.

24           SECRETARY KAWAMURA: Thanks, Bob. I didn't ask  
25 him to talk about strawberries, I just wanted him here.

1 FACILITATOR LAWLER: I'm glad the Secretary  
2 clarified that.

3 Our second speaker is Tom Nassif with Western  
4 Growers.

5 Mr. Nassif.

6 MR. NASSIF: Good morning, Mr. Secretary,  
7 Mr. President, Members of the State Board, ladies and  
8 gentlemen. My name is Tom Nassif, and I'm President and  
9 CEO of Western Growers and a San Diegan. We represent  
10 nearly 3,000 members who grow, pack and ship approximately  
11 90 percent of the fresh vegetables and 70 percent of the  
12 fresh fruits and tree nuts grown in California and  
13 Arizona. This accounts for approximately half of the  
14 produce grown in the United States.

15 You've asked each of us to answer questions  
16 regarding our own vision for California agriculture by the  
17 year 2030. You know only too well the answer will depend  
18 upon whether and how we address the most challenging  
19 issues facing us in the years preceding 2030.

20 As far as a vision is concerned, I envision a  
21 California where farming is once again one of the most  
22 honorable professions in the nation; a California where  
23 people enhance the quality of their lives and those of  
24 their children through good health brought about by  
25 nutritious diets, which would include fresh fruits,

1 vegetables and tree nuts; a long first day in the country  
2 with the best interests of its people, its farmers,  
3 environmentalists, and conservatives intersect by  
4 eschewing political solutions and embracing those  
5 solutions which are science based; where the air is clean,  
6 the water's pure, and the toils of labor reduced through  
7 innovation and technology.

8           I hope for a place where our produce will be  
9 completely safe from any type of contamination and a day  
10 when the flavors we remember from our childhood will be  
11 the norm and not the exception, where we enhance the  
12 nutritional value of our food supply and reduce our  
13 seemingly inevitable slide toward poor health and  
14 life-threatening diseases.

15           In summary, I look forward to the day when our  
16 food supply will again be the best medicine in the world.

17           These things are at the heart of our vision for  
18 agriculture by the year of 2030. If you asked us about  
19 the challenges that will prevent us from taking our  
20 visions to reality, they're almost too numerous to  
21 mention, so let me start with a few.

22           Last year I was appointed to the Commission for  
23 Economic Development by the Governor and asked by the  
24 Lieutenant Governor, who chairs the committee, to be the  
25 vice-chairman.

1           I asked my fellow commissioners if we could  
2 establish an agricultural advisory committee where all  
3 aspects of California agriculture could be represented.  
4 My request was granted, and a committee formed and  
5 subcommittees established for research and evaluate and  
6 recommend to the commission advice on agriculture for  
7 further use by the Governor and the legislature.

8           The members were asked about the most challenging  
9 issues facing agriculture and to participate in those  
10 subcommittees that were responsible for the issues of  
11 particular concern to them. Of course they included  
12 regulatory costs, property rights, pest disease  
13 eradication and prevention, international trade,  
14 sustainability, messaging, communications, public  
15 relations, education and many others. However, the two  
16 most important issues raised, in my view, are the need for  
17 a stable and legal workforce and the inadequacy of our  
18 state water supply. So let me begin with water.

19           Perhaps the most pressing challenge facing  
20 California farmers is the availability of water. At the  
21 beginning of last month the Governor proclaimed a  
22 statewide drought. The irony is that California has  
23 plenty of water to meet its current and future needs. The  
24 problem is that we lack the facilities to properly store  
25 our abundant water supply and do not have the

1 infrastructure in place to convey it to the areas with the  
2 highest demand. Therefore, as a prerequisite to any  
3 20-year strategic plan for agriculture, the current water  
4 crisis must be addressed with the immediate development of  
5 surface and groundwater storage facilities as well as a  
6 timely resolution of the Delta conveyance system.

7           As we are all well aware, complicating any plan  
8 to develop additional water supplies are the restrictions  
9 placed on water use by the Federal and State Endangered  
10 Species Act. Because of the strict environmental  
11 regulations imposed by these laws, judges are unable to  
12 render decisions that balance the economic interests of  
13 the state with the alleged threats to endangered species.  
14 In our efforts to protect endangered species in  
15 California, legislators, regulators and active  
16 environmental groups have unwittingly created another  
17 endangered species, the California farmer.

18           The next issue is labor. So in addition to the  
19 water supply, California farmers face the urgent question  
20 of farm labor availability. The lack of a legal, stable  
21 workforce and the failure of federal comprehensive  
22 immigration reform are cited as the primary reasons why  
23 many of our members have relocated their operations to  
24 other countries. The pending penalties related to the  
25 Department of Homeland Security No Match Rule and the

1 absence of a workable guest worker program has jeopardized  
2 the future of farming in California. Additionally, our  
3 neighbors to the east have pushed through their state  
4 legislature the Arizona Employers' Sanctions law, which  
5 carries with it a business death provision. Thankfully we  
6 have avoided such drastic measures, but we have had to  
7 face that threat in California and we're going to be  
8 facing that threat again.

9           So again, in conclusion, let me say that given  
10 these immediate threats to the long-term viability of  
11 California agriculture, it is plain to see that without  
12 addressing the needs of our industry today, the vision  
13 through 2030 will be irrelevant. To ensure the future  
14 sustainability of California agriculture, we must have  
15 both the courage at the state and national level to deal  
16 with the pressing issues facing the industry.

17           The problem in Sacramento and Washington D.C.,  
18 however, is that our representatives lack the political  
19 will to take on these pressing challenges. Instead of  
20 doing the right thing and breaking ground on new water  
21 conveyance and storage facilities, streamlining the  
22 cumbersome and burdensome regulatory environment or facing  
23 comprehensive immigration reform, they sit on their hands  
24 until the problems become too big to resolve, or they  
25 suggest partial solutions which are woefully inadequate.

1 Fortunately, I believe that we are not yet to the point of  
2 no return, but let's not wait until we are.

3           On behalf of Western Growers, thank you for the  
4 opportunity to express these concerns facing the  
5 agriculture industry here in California. Thank you.

6           PRESIDENT MONTANA: Thank you, Bob.

7           SECRETARY KAWAMURA: Thanks, Bob.

8           FACILITATOR LAWLER: Thank you. Our third  
9 speaker is Kasey Cronquist from California Cut Flower  
10 Commission.

11           MS. CRONQUIST: Thank you. Good morning,  
12 Mr. Secretary, Mr. President, the Board and guests. My  
13 name is Kasey Cronquist. I'm with the California Cut  
14 Flower Commission here on behalf of all the California cut  
15 flower growers. And I'll be reading my remarks and be  
16 happy to clarify with any questions that you might have.

17           The California Cut Flower Commission is a  
18 necessary and relevant organization that is uniquely  
19 positioned as the only organization in California  
20 representing all and only California cut flower growers  
21 and green growers. While there are a number of very large  
22 cut flower producers in the State of California, many are  
23 smaller, family-run nurseries located along the California  
24 coast. The California Cut Flower Commission represents  
25 over 275 growers and green growers from Humboldt County to

1 San Diego County. Approximately 73 percent of all  
2 domestically-grown commercially-sold cut flowers are grown  
3 here in California with our growers representing the  
4 largest collection of flower growers in our country.

5           Currently California supplies approximately 26  
6 percent of all cut flowers sold in the United States, and  
7 with your help, we're dedicated to increasing that in  
8 years to come. Approximately 5,000 acres are devoted to  
9 commercial growing for fresh cut flowers in California;  
10 that includes more than 38 million square feet of  
11 greenhouses, 200 acres of shade cloth and 4,000 acres of  
12 outdoor fields.

13           For almost two decades the California Cut Flower  
14 Commission has served as an effective and invaluable  
15 resource to the cut flower growers of California. The  
16 Commission has served as the dedicated spokesman for the  
17 cut flower industry by uniting their voice and promoting  
18 and advocating for their interests, working cooperatively  
19 with CDFA as an established conduit of communication on  
20 issues that we've seen lately with the San Diego fire and  
21 the Light Brown Apple Moth. And I like to think of us as  
22 the glue that unites the growers to the CDFA and other  
23 agencies in our government system.

24           During the age of duty-free imports, the  
25 Commission has worked hard to ensure that our growers

1 remain viable and competitive in an ever-changing  
2 marketplace. The Commission is also uniquely positioned  
3 to keep growers informed and assist when necessary to  
4 ensure that flowers get to market, which over the years  
5 has resulted in saving the city millions of dollars in  
6 lost revenue.

7           The need for creating a positive image in  
8 agriculture, for our agriculture in the state has never  
9 been greater than what it is now and will be in the next  
10 20 years, which is why the Commission along with the rest  
11 of California agriculture commissions and marketing  
12 advisory boards have proven to be effective resources for  
13 our farmers and growers that they serve. That is why the  
14 California Cut Flower Commission is a must-have, not just  
15 for the cut flower industry and its growers but it's also  
16 a necessary piece of ag vision for California's future.  
17 With increasing import competition, the Commission is  
18 dedicated on branding a California product that highlights  
19 the value, the commitment to sustainability, and the  
20 dedication to quality that comes from our growers in  
21 California.

22           The cut flower growers of California are the  
23 number one users of the California Grown campaign,  
24 identified by my lapel this morning, which is proven --  
25 which is a proven success in speaking to consumers' desire

1 to buy local. Our cut flower growers get that, and they  
2 continue to work cooperatively to brand their product  
3 California Grown.

4 Consumers who are aware of the California Grown  
5 message are twice as likely to purchase more  
6 California-grown agriculture products, products that they  
7 wouldn't previously have purchased six months prior. The  
8 California Cut Flower Commission encourages financial  
9 support of the California Grown campaign by CDFA.

10 And in summary, the California Cut Flower  
11 Commission, along with its fellow commissions, stand as a  
12 necessary and relevant organization that will help to  
13 ensure the vitality of California ag for years to come.  
14 The California Cut Flower Commission is just one example  
15 of the proven success with ambitious expectations for  
16 significantly increased support from CDFA and California,  
17 its consumers, for our farmers and their future.

18 Thank you.

19 PRESIDENT MONTNA: Thank you.

20 SECRETARY KAWAMURA: Thank you.

21 FACILITATOR LAWLER: Speaker number four, Frank  
22 Tamborello from Hunger Action Los Angeles.

23 MR. TAMBORELLO: Thank you. Good morning. I'm  
24 Frank Tamborello with Hunger Action Los Angeles. I  
25 represent a mostly urban constituency that is the market

1 or potential market for all California farmers.  
2 Californians as well as all Americans and all people in  
3 the world now are currently confronting multiple food  
4 crises. We have rising food prices due to rising oil  
5 prices and diversion of food crops to biofuels. We're  
6 dealing more often with food-borne illnesses, such as  
7 salmonella and E.Coli, easily spread through  
8 overly-centralized ag operations. Changes in weather due  
9 to global warming threaten crops and food price stability.

10           Our current system of food subsidies facilitates  
11 large amounts of junk food full of empty calories leading  
12 to widespread obesity in low-income communities, many of  
13 whom also suffer from insufficient food. The mortgage  
14 crisis, general recession and pending retirement of the  
15 baby boomers means a great rise in the population  
16 struggling to afford food while dealing with also the  
17 rising prices of health care, utility costs, gasoline and  
18 social service programs that have been gutted or  
19 de-prioritized in the federal budget. So what could our  
20 vision be to ameliorate all this?

21           Our vision is that the general public is aware of  
22 California agriculture and respects it as the essence of  
23 our existence, stays informed on it and partakes in  
24 decisions regarding our food, how it's grown, and that  
25 everyone can afford it and that it's healthy. Here is a

1 grocery list if you will of priorities we at Hunger Action  
2 L.A. feel the California Department of Food and  
3 Agriculture and the whole state should make for a  
4 sustainable ag system that promotes healthy food for all  
5 and helps increase self-sufficiency for California.

6           Number one, land preservation. More farms and  
7 fewer golf courses or shopping developments. Substantial  
8 land should be set aside for agriculture, including  
9 small-scale community gardening. New farmers should be  
10 helped and encouraged. Food should be prioritized over  
11 biofuels as a an official policy.

12           Number two, promote local agriculture so over the  
13 long run we can be less dependent on food trucked in over  
14 far-flung roads at costs dictated by the oil markets.  
15 Build up the transportation, distribution and packing  
16 infrastructure for local farmers so they can be able to  
17 bring healthy produce to urban markets, schools and  
18 hospitals on a competitive basis. California is the  
19 nation's number one agriculture producer, let's save some  
20 of that food for us.

21           Number three, the Department and everyone else  
22 really should stick their neck out and encourage the  
23 Governor to maximize food stamps, WIC, and other benefit  
24 programs and support policies that ease access to them  
25 rather than hinder. We still only have 50 percent of the

1 eligible population participating in food stamps in  
2 California, and that represents a lot of lost income for  
3 California growers.

4           Number four is to encourage systems that bring  
5 healthy produce to low-income consumers who are often  
6 surrounded by fast food or no food at all. Provide  
7 electronic benefit transfer equipment for certified  
8 farmers' markets and ease other bureaucratic requirements  
9 that are currently imposed on the markets. Use funding to  
10 help convert corner stores so that they can carry more  
11 fruits and vegetables. These are the stores that often  
12 the only vegetables they have the limes and lemons right  
13 next to the Coronas in the beer case.

14           And number five is to maintain a California-based  
15 emergency food supply or at least a plan to deal with our  
16 own disasters and potential disasters. The farm bill just  
17 passed recently made resources available for farmland  
18 preservation, organic conversion, specialty crop  
19 promotion, obesity prevention, and local food system  
20 development. These funds should be prioritized in a way  
21 that will benefit all California farmers and communities,  
22 especially farmers who are in the greatest needs of  
23 markets and communities suffering most from lack of access  
24 to healthy foods.

25           Thank you very much.

1           SECRETARY KAWAMURA: Frank, a quick  
2 clarification. You mentioned a 50 percent utilization  
3 rate here in California. What's that ranking and what  
4 kind of dollars does that mean we're missing as a state?

5           MR. TAMBORELLO: You know, I don't know exactly  
6 what the ranking is, but I can tell you that Hawaii has  
7 100 percent participation, and I think it represents  
8 \$2 billion in lost revenue for the State of California.

9           SECRETARY KAWAMURA: Thank you very much.

10          FACILITATOR LAWLER: Speaker number 5, and I  
11 apologize, Diana Hussey, Resource Conservation District.

12          MS. HUSSEY: Hello. Actually, it's Diana Hussey.  
13 And I am the Education Coordinator for the Resource  
14 Conservation District of Greater San Diego County. The  
15 program that I'm representing today is the San Diego  
16 Regional School Garden Resource Center, and this is a  
17 partnership between the Resource Conservation District and  
18 the California Department of Education's Nutrition  
19 Services Division.

20          And I want to thank those of you who I've seen  
21 that have dedicated time to the California School Garden  
22 Network and the California Foundation for Agriculture in  
23 the classroom, which we are an active member of.

24          The reason why I am speaking today is to call for  
25 more agriculture education and nutrition education

1 specifically in urban secondary schools. The reason why I  
2 specifically say those two things is because there's a lot  
3 of agriculture focus and curriculum for elementary schools  
4 that I've seen from the different specialty groups, for  
5 figs, avocados, et cetera, beef, but there is not as much  
6 available for secondary teachers.

7           When you look at secondary education programs,  
8 you tend to see more emphasis on the 4H and FFA programs,  
9 but those programs don't work very well in urban settings  
10 because of the time constraints, or the time requirements  
11 rather, and also the space limitations that you find in  
12 urban schools as well.

13           And the reason why we need this, first of all, is  
14 to improve understanding of food systems, where people's  
15 food comes from, because we're finding that a lot of kids  
16 are not cognizant of where their food comes from and  
17 therefore they're making poor nutrition choices, buying  
18 more processed foods and not so many fresh fruits and  
19 vegetables, and this is causing an increase in childhood  
20 obesity and the other illnesses that come with a life-long  
21 diet of poor food choices.

22           And also, I think what they're planting and also  
23 like -- because when they get older, they're going to  
24 be -- they get into a field where they are planting things  
25 like with landscaping or turf management and stuff like

1 that, we want to keep them aware of issues that are  
2 related to agriculture and horticulture, such as  
3 composting and waste management, water management and  
4 conservation, which several people have spoken of the need  
5 for new ideas on that front already, and then also land  
6 use.

7           And the second reason why we need more  
8 agriculture education in the urban secondary schools is  
9 because we need to encourage more people to enter the  
10 field of agriculture and horticulture. As a former  
11 teacher of middle school and high school, I know that  
12 there are a lot of kids that are just lost in terms of  
13 what they want to do when they grow up. A lot of them  
14 look at the more public careers such as doctors, lawyers,  
15 you know, businessman, that kind of thing, but they don't  
16 see it as being part of the agriculture industry. So I  
17 think that if there was more publicity in the schools  
18 about this, then that would help the agriculture industry  
19 as well as these young people that are looking for  
20 something to contribute their time to.

21           Also the outreach to traditional agricultural  
22 schools is not drawing the same numbers to college  
23 programs. And I know you guys are probably seeing the  
24 statistics on that. And those kids that are in those  
25 rural schools, they have the option of either going into

1 agriculture or going into other fields, and more often  
2 they're choosing those other fields. Well, the urban kids  
3 aren't even being presented with the option of agriculture  
4 careers. So if we could bring in more programs, I think  
5 that would benefit the agriculture industry.

6           And what would it look like? Well, there's a lot  
7 of different ways we could do it, agriculture magnet  
8 schools, charter schools, the ROP program, they do offer  
9 horticultural science and agricultural science programs in  
10 districts that are not urban districts, at least here in  
11 San Diego; I think it's time to change that. Internships  
12 at local nurseries and a more active speakers bureau and  
13 possibly providing, you know, specific talking points to  
14 the people that are in that speakers bureau so that they  
15 can hit on some of these key issues. And with all of  
16 these -- there will be more experienced people deciding  
17 what these programs are going to look like, and definitely  
18 it will be tailored to local resources and interests.

19           And in the end, by 2030 I would like to take  
20 California agriculture out of the shadow of the grocery  
21 store and move it into the front of public consciousness  
22 for the sake of the health of our young people and also  
23 the economic success of the ag culture industry.

24           Thank you.

25           SECRETARY KAWAMURA: Thank you very much.

1           PRESIDENT MONTNA: Thank you.

2           FACILITATOR LAWLER: Thank you. Also, I want to  
3 thank the speakers for staying within the five minute  
4 timeframe. Jonnalee has been sitting more than standing,  
5 so that's a good sign.

6           Our next speaker, number 6, is Nancy Owens-Renner  
7 from The Sustainable Food Project.

8           MS. OWENS-RENNER: Well, to help illustrate my  
9 vision, I brought a visual. Hi there. My name is Nancy  
10 Owens-Renner from San Diego Roots Sustainable Food  
11 Project, and I want to thank you very much for asking  
12 visionary questions and for listening to us today.

13           My great-grandfather, my grandfather and my uncle  
14 were all farmers, and my cousin continues the tradition;  
15 and I have tremendous respect for farmers.

16           Our vision of California agriculture in 2030, and  
17 we would hope to achieve it before then, is a vision of  
18 ecological wisdom and social justice. By ecological  
19 wisdom I mean that we take an ecosystem view that is  
20 science based where we understand that we live in a closed  
21 system where toxins, pollutants and their byproducts don't  
22 go away. We want a healthy, productive system, and to  
23 achieve that we need healthy inputs, both environmental  
24 and social.

25           To achieve productivity with an ecosystem view,

1 we need to cultivate rich, healthy soils and healthy  
2 social systems to support food production. We want to go  
3 beyond organic, to go beyond the minimum government  
4 regulations, and achieve a truly sustainable agriculture  
5 system which includes local production and distribution of  
6 food, and to achieve that we need to address water policy  
7 to support food production.

8           This vision of social justice includes access to  
9 fresh, healthy foods grown without pesticides; freedom  
10 from genetically-engineered crops, which means freedom  
11 from potential genetic pollution; we'll have farm workers  
12 with decent working conditions, freedom from pesticides  
13 and poisons, we must treat them with respect and institute  
14 a legal guest worker program. In this vision, we have a  
15 respect for the commonwealth, the shared wealth of the  
16 land, and provide access to community garden space where  
17 people can grow their own food.

18           The highest and best use of river valleys and  
19 fertile land should be sustainable agriculture, not  
20 development. And government plays an important role in  
21 all of this, in developing legislation, zoning ordinances,  
22 and tax incentives that create a system of ecological  
23 wisdom and social justice, which makes good long-term  
24 economic sense as well.

25           The biggest challenges in achieving that vision

1 is that at present government is subsidizing many of the  
2 wrong things; unsustainable, chemical-dependent toxic  
3 agriculture. We should be taxing petroleum-based  
4 pesticides, herbicides and fertilizers. Government should  
5 subsidize the right things; tax relief for organic  
6 sustainable farms including sustainable agricultural  
7 research and development. We should localize food systems  
8 and create agricultural preserves. We should support  
9 community gardens, plan urban areas with local food  
10 production as a top priority, and promote education where  
11 kids can experience nature, farms, and gardens.

12           We need to move people and the market toward  
13 economic and environmental sustainability. At present  
14 non-governmental organizations are doing what the  
15 government should be doing. The government should serve  
16 all the people and not just a few.

17           How the public perception of agriculture will  
18 change by 2030. I believe that we will take more of an  
19 ecosystem view and see ourselves as part of our ecosystem.  
20 We will understand the relationships between food and  
21 health, personal, public, and environmental health. The  
22 public will join more in the production of food and not  
23 just the consumption of food. And in doing that we will  
24 create more community farms and return to the victory  
25 garden concept. Or we could continue on our current path

1 where corporations dominate agricultural policy and people  
2 continue to live and eat disconnected from the source of  
3 good, healthy food. Epidemic obesity, diabetes and heart  
4 disease will continue, and the public perception of  
5 agriculture will be sorely lacking and will continue in a  
6 state of disconnect with where our food comes from.

7           Must-haves to achieve this vision. Wisdom and  
8 courage on the part of government and the people, which  
9 come to see the connections between food, how we grow it,  
10 how we eat it, and our personal, public, and environmental  
11 health; wisdom to recognize that our food shouldn't kill  
12 us; wisdom to craft public policy that promotes excellent  
13 health, not just excellent corporate profits. And we need  
14 the courage to lead for the highest purpose and the  
15 greatest good.

16           We cannot keep farming and eating the way we do.  
17 We cannot sustain irresponsible use of pesticides,  
18 herbicides, fertilizers, and genetically-engineered crops.  
19 We cannot allow corporations to write our legislation. We  
20 need the courage to do the right thing and create an  
21 agricultural system that is sustainable environmentally  
22 and socially.

23           So returning to our vision, very quickly, this is  
24 a model of the San Diego Roots Sustainable Food Project  
25 Organic Farm and Educational Center where we hope to

1 educate future farmers in sustainable farming practices  
2 and help kids, their families, and our community reconnect  
3 with the beauty of agriculture.

4 Thank you.

5 SECRETARY KAWAMURA: Thank you.

6 PRESIDENT MONTANA: Thank you.

7 MS. OWENS-RENNER: More information at  
8 SanDiegoRoots.org.

9 FACILITATOR LAWLER: Thank you. Number 7, Sandra  
10 Carmona from MLRC.

11 MS. CARMONA: Good morning. My name is Sandra  
12 Carmona from the National Latino Research Center at Cal  
13 State San Marcos. And I'm also a representative of the  
14 Farm Worker CARE Coalition. And I'm accompanied by  
15 community leaders who are also farm workers with the Poder  
16 Popular Initiative.

17 The National Latino Research Center was founded  
18 in 1998 with the mission of promoting research, education,  
19 and the exchange of information related to Latino and  
20 underserved populations in the United States. We also  
21 coordinate the Farm Worker CARE Coalition in north county  
22 San Diego.

23 The Farm Worker CARE Coalition is comprised of  
24 about 40 agencies, individuals and community members whose  
25 vision is to recognize farm workers as a vibrant part of

1 the community and to improve their living, working and  
2 health conditions and access to health, social,  
3 educational services through empowerment, advocacy, and  
4 coordinated efforts.

5           And we're also part of a larger network of groups  
6 working statewide to improve the living and working  
7 conditions of farm workers called Poder Popular.

8           Poder Popular is a community-building initiative  
9 aimed at supporting healthy conditions in the fields,  
10 communities, health care, media and civic life in ten of  
11 the state's agricultural areas and is founded by the  
12 California Endowment.

13           Our vision for California agriculture by 2030 is  
14 an industry that is just, safe, sustainable, productive  
15 and proactive in ensuring the well-being of its workers.  
16 We envision fair living wages, working hours that include  
17 year-round working strategies, work benefits, better  
18 living conditions, clean air, clean water and electricity,  
19 food banks in all agricultural communities, a pathway to  
20 legal status, health care coverage that is accessible and  
21 has binational coverage, increased laws and regulations  
22 for safe and healthy working conditions, investments  
23 towards building a healthy community that includes  
24 community security, resources, recreation and civic  
25 participation, increased opportunities for advancement and

1 personal development, and collaboration with countries of  
2 origin.

3           Some of the challenges that we see are at a  
4 global scale, like and NAFTA and CAFTA, which determine  
5 the fiscal impact on California agriculture and greatly  
6 impact the lives of those in the industry. Likewise,  
7 another big challenge is the anti-immigration laws of this  
8 country that continue to conflict with this vision.

9           In San Diego the time is now to make this vision  
10 a reality and eliminate the disparities. And we strongly  
11 recommend that you take into account and ensure that the  
12 farm workers are represented.

13           Thank you.

14           PRESIDENT MONTANA: Thank you.

15           FACILITATOR LAWLER: Thank you.

16           Number 8, Beth Levendoski from the Tierra Miguel  
17 Foundation.

18           MS. LEVENDOSKI: Thank you for having this new  
19 visioning session today and for allowing us to speak to  
20 the vision for the future.

21           To create a new vision requires that we also  
22 create new ways to see so that a different kind of shared  
23 purpose and strategy can emerge. California's agriculture  
24 leadership should be applauded for creating forums such as  
25 the ag visioning listening sessions, which bring an

1 important opportunity for us to embrace a greater  
2 diversity of thought on agriculture. This new process  
3 allows us to look at the whole situation, including all  
4 the systems that surround agriculture, so that we can  
5 choose a direction borne out of a solid foundation of new  
6 ideas and new concepts of what is possible and desirable  
7 for the future in California and for that which would do  
8 the most public good.

9           An important partner in creating a new action and  
10 vision which can inspire and energize this generation is  
11 Roots of Change and its new mainstream campaign strategy  
12 with its theory of change which seeks to, and I quote,  
13 connect the people and the parts within the system that  
14 have the knowledge, links and commitments required to  
15 successfully manage a rapid transformation.

16           The core organizing action is to convene  
17 stakeholders in the system in order to maximize effective  
18 collaboration action. That's what's needed. Convening,  
19 provide stakeholders, it means to build new relationships  
20 and institutions to organize and implement large-scale  
21 projects and initiatives that transform the system.  
22 That's the big picture.

23           I am a co-founder and current President of Tierra  
24 Miguel Farm. Although my parents didn't farm, I come from  
25 four generations of Nebraska dairy farmers on my mother's

1 side. Little did I know that in my fifties I would find  
2 myself farming in San Diego. But San Diego is unique for  
3 many things. One of the things it is unique for that is  
4 not commonly known is its ag profile. It ranks as the  
5 number one county in the nation for small farms under ten  
6 acres, and so on, and ranks number two in the nation with  
7 the highest number of farms. That gives San Diego a  
8 unique message to this visioning board, and it's an  
9 important part of the agricultural story, and the story is  
10 one of a new kind of integrity achieved through a truly  
11 sustainable small, local, and organic farming process.

12           The message we have received from our  
13 stakeholders in the work of the foundation has been  
14 consistent, and it's also expressed in the work of Dr.  
15 John Eckerd, an agricultural economist and professor  
16 emeritus at the University of Missouri and in his paper  
17 titled "The Small Farm Revolution." I just have a couple  
18 of quick things I'm going to say about it.

19           American agriculture, he said, is in crisis.  
20 Until recently, the crisis had been a quiet one, no one  
21 wanted to talk about it. Thousands of family farms are  
22 being forced off the land, but we were being told by the  
23 agricultural establishment that their exodus was  
24 inevitable, in fact, a sign of progress. Crisis in  
25 agriculture is a chronic symptom of the type of

1 agriculture we've been promoting in this county for the  
2 past 50 years. Reoccurring financial crisis are the means  
3 by which we allow farms to become larger and more  
4 specialized so consumers can have more and cheap foods, by  
5 means of which we free people from the drudgery of farming  
6 to find occupations in town.

7           And that's what happened in my family. And I'm  
8 hoping that part of the vision of California will be to  
9 change that.

10           In continuing with this new vision, I wanted to  
11 present the ideas of what eating local and small might  
12 bring to the visioning process. Eating small and local  
13 eliminates the middleman. Buying local foods saves on  
14 transportation and energy and eliminates this wasteful and  
15 unnecessary packing and advertising to which 20 percent of  
16 the total food costs go. Eating small and local saves on  
17 transportation. The most recent estimate indicates that  
18 the average fresh food item travels 1500 miles from its  
19 point of production. We're talking about non-renewable  
20 fossil fuels, a major contributor to carbon dioxide and  
21 greenhouse gases.

22           Eating small and local helps people to reconnect  
23 to food. It helps to reconnect them to the what food  
24 products are, which is the number one reason we are being  
25 told by physicians that people are not changing to a diet

1 of fresh produce, is because they're unfamiliar with the  
2 produce items now and they are unfamiliar with how to  
3 prepare them. Eating local provides more meaningful food  
4 choices. Americans often brag about the range of choices  
5 that they have, but this choice also contributes to the  
6 local economy.

7           To quickly conclude, our vision for the future is  
8 focus on the long-term, stop political focusing on the  
9 short-term and narrow bottom line which has forced farms  
10 to get bigger and bigger, causing a large number of  
11 farmers to go out of business and to support better local  
12 and small farms, to build farming systems that are not  
13 only profitable, but also ecologically sound and socially  
14 responsible that will be economically viable over time.

15           Thank you.

16           PRESIDENT MONTNA: Thank you.

17           FACILITATOR LAWLER: Okay. In fairness to the  
18 speaker who brought up Nebraska, any other corn huskers  
19 out there? Anybody?

20           Karen, that was maybe it, okay.

21           BOARD MEMBER ROSS: There's only one and a half  
22 million of us in the world you know.

23           FACILITATOR LAWLER: Okay. Speaker number 9,  
24 Alicia Finley from San Diego Root.

25           MS. FINLEY: Hi. I'm Alicia Finley. I'm a

1 member of People's Organic Food Co-op in Ocean Beach.

2           Having been inspired by San Diego Roots  
3 Sustainable Food Project and One Garden at a Time, I would  
4 like to comment on our vision for California agriculture  
5 for 2030. We would like to see city land banks created  
6 where vacant local property within communities are  
7 purchased by the city and provided for the community to  
8 manage as community organic vegetable gardens and compost  
9 sites. We believe these community gardens would promote a  
10 closer connection with growing and cultivating our food  
11 and nutrition. We also believe these organic compost  
12 sites would give relief to our landfills, which are full  
13 of organic refuse.

14           We believe in the importance of having local  
15 farms or gardens creating locally-produced food and  
16 helping people in our area find local sources for their  
17 food. In lieu of procuring vacant local property, we  
18 would like to better utilize public school grounds, as  
19 these properties are already in every community. Morris  
20 High School, a part of San Diego Unified, is already  
21 modeling these community vegetable concepts. Since a  
22 large percentage of today's school-age children are obese,  
23 we feel this is an excellent way to educate our children  
24 on healthy foods and eating habits.

25           It would be our dream to see all community

1 vegetable and fruit gardens, whether on city school  
2 property or on other city-procured lots used, operating as  
3 educational farms. We believe with our upcoming climate  
4 crisis, that creating a San Diego of the future that is  
5 more closely connected with their food source can only  
6 create a healthier San Diego.

7           Currently there are eight community gardens in  
8 the immediate San Diego area. These gardens consist of  
9 multiple plots assigned to individuals for crop  
10 cultivation. Currently all community gardens are full  
11 with lengthy waiting lists. We would like to see more  
12 land set aside for these types of individual plotted  
13 gardens as well as the open, large-scale neighborhood  
14 garden for the whole community to work and share in its  
15 rewards.

16           One successful example of an urban farm or garden  
17 is the Jones Valley Urban Farm, which is located outside  
18 of the San Diego area. This model allows for a  
19 collaborative effort between the neighborhood, the  
20 community, the neighborhood association, the public school  
21 system, and the farm itself to make full use of the  
22 community farm. The neighborhood uses part of the garden  
23 to grow their produce, the school district uses part for  
24 their educational programs, and the farm uses the other  
25 section for the production of organic produce and flowers

1 for sale at farmers' markets and restaurants.

2           The neighborhood plot is taken care of by  
3 volunteers, by donations from community, and city council  
4 discretionary funds.

5           San Diego Roots, along with One Garden at a Time,  
6 would like to see, with the city's help, a reclaiming of  
7 urban lots, converting them to productive use. In  
8 addition to growing fruits, vegetables, and cut flowers,  
9 the suburban and urban farm is an important community  
10 resource providing educational and economic opportunities  
11 in the urban setting.

12           Thank you.

13           PRESIDENT MONTANA: Thank you.

14           SECRETARY KAWAMURA: This device was left up on  
15 the front desk. Is this anybody's? I don't know what it  
16 is, really. It's an iPhone. So it's here. You might  
17 want it.

18           FACILITATOR LAWLER: Thank you. Number 10, Judy  
19 Pollock from the California School and Nutrition  
20 Association.

21           MS. POLLOCK: Good morning, Mr. Chairman, Members  
22 of the Board and guests. First I'd like to represent  
23 myself as Judy Pollock, Orange Unified School District  
24 Nutrition Service Director.

25           And I recommend the government of California and

1 the California Department of Food and Agriculture consider  
2 moving the authority over the school nutrition programs to  
3 the Department of Food and Agriculture in order to  
4 strengthen the vital relationship between California  
5 agriculture and school nutrition programs. This  
6 realignment would have a positive effect on the future of  
7 California agriculture and our future of our children.

8           Now, as the past state president of the  
9 California School Nutrition Association, I would like to  
10 speak on behalf of our association.

11           The California School Nutrition Association  
12 represents more than six million children in California  
13 and we feed over four million breakfast and lunch daily.  
14 Under the guidelines of the United States Department of  
15 Agriculture, the National School Lunch Program has a  
16 critical function of the program to safeguard the health  
17 and well-being of the nation's children and to encourage  
18 the domestic consumption of nutritious agricultural  
19 products.

20           CSNA envisions a much stronger link between  
21 agriculture providers in order to achieve the objectives  
22 set forth in the new farm bill. For this to happen,  
23 California agriculture must view itself as advocate  
24 partners of school nutrition providers and not merely  
25 vendors. We envision a seamless, vertically-integrated

1 food system that maximizes government efficiencies from  
2 farm to fork and utilizes schools as the primary access  
3 point for the community's nutrition education and its  
4 better understanding of agriculture and the role it plays  
5 in health.

6           The 2008 farm bill also envisions American  
7 agriculture in schools working in concert for this  
8 purpose. There is a need to educate agricultural  
9 providers. School food service is one of the single  
10 largest customers of California's agriculture products,  
11 yet the average farmer, rancher, dairyman or fisherman  
12 knows nothing of our needs or how to market their products  
13 to us. We have specific portion, pricing and packaging  
14 requirements that they would gladly meet if providers  
15 viewed school nutrition as a viable customer set.

16           There is a need for nutritious new product  
17 development. The new farm bill allocates an increase of  
18 1.02 billion for the USDA Snack Program, which helps  
19 schools provide healthy snacks to students during  
20 after-school activities and will expand the current  
21 program to the 50 states. We need our agricultural  
22 partners and commodity organizations to develop these  
23 healthy snack foods in forms that are allowable in schools  
24 and in products that kids will eat. Schools will be more  
25 than happy to spend 1.02 billion on nutritious,

1 agricultural-based products if they're developed.

2           We envision strong nutrition education programs  
3 permanently institutionalized in schools that utilize the  
4 school meal programs as their centerpiece. We further  
5 envision a logical foundation for these nutrition  
6 education programs to be provided by agricultural  
7 marketing orders that have the ability to invest in  
8 nutrition education for their respective products. The  
9 dairy industry has been a model for years of voluntary  
10 nutrition education in schools.

11           The 2008 farm bill requires USDA to allow schools  
12 and other institutions receiving funds under the National  
13 School Lunch and Child Nutrition Acts to use geographic  
14 preference for the procurement of unprocessed agricultural  
15 products, both locally grown and locally raised. If, in  
16 fact, California schools had an ideal relationship with  
17 their agricultural providers, it is possible that we could  
18 maximize the farm bill's intent to create significant  
19 customer relationships with California agriculture and  
20 innovate direct purchasing and surplus removal programs  
21 that would benefit schools.

22           The recent Westlands Beef Administrative recall  
23 emphasized the need for an improved communication plan  
24 that immediately alerts school food service of issues  
25 related to food safety as it pertains to agricultural

1 products. The current process is heavily reliant upon  
2 private sector distributor providers to notify their  
3 school customers. Alternately, USDA notifies the  
4 California Department of Education who then is charged  
5 with notifying the schools. A real-time direct  
6 communication from the Department of Agriculture to food  
7 service directors could cut the communication time by up  
8 to 24 hours. Critical time related to food safety is our  
9 issue.

10           So what are our biggest challenges? First,  
11 inadequate funding of school nutrition programs. If the  
12 proper nutrition of Americans and reduction of obesity and  
13 obesity-related disease is truly a national priority as  
14 the 2008 farm bill indicates, then funding school  
15 nutrition programs must be prioritized appropriately.  
16 CSNA envisions that CDFA and California agriculture in its  
17 entirety will support California schools in the gaining of  
18 appropriate funding for school meals, which are in large  
19 part compromised of California's agricultural products.

20           California food and labor costs are higher than  
21 most states. The new farm bill indexes funding for other  
22 nutrition programs such as food stamps, and California  
23 schools critically need a more appropriate method of  
24 calculating and funding that include economic factoring  
25 and indexing. In fact, we cannot wait to fund school

1 meals in California appropriately, if we're to achieve the  
2 nation's priority.

3 I'm going to stop here because I'm out of time,  
4 but thank you for allowing me to speak.

5 PRESIDENT MONTANA: Thank you very much.

6 SECRETARY KAWAMURA: Thank you. Judy, can I ask  
7 a quick question? Regarding the school lunch program, is  
8 there a similar utilization rate here in California,  
9 similar to the food stamps? Are we below, are we average,  
10 are we above, where are we?

11 MS. POLLOCK: We are below the number of children  
12 that qualify for free and reduced meals; but remember, the  
13 National School Lunch Program at the federal level, we get  
14 money for every child that eats a meal in California.  
15 Only in California do we only get money or reimbursement  
16 for only free and reduced. So not all of the children  
17 that qualify participate.

18 SECRETARY KAWAMURA: Thank you.

19 FACILITATOR LAWLER: Speaker number 11, Derek  
20 Casady.

21 MR. CASADY: Good morning, Members of the Board.  
22 I'm Derek Casady, and I'm a political activist from  
23 La Jolla, California. My family founded Des Moines, Iowa  
24 and started the Pioneer Seed Corn Company there, which  
25 Nikita Krushchev took an interest in when he came to the

1 United Nations years ago and banged his shoe on the table  
2 because he wanted those long-eared corns. And then on the  
3 side of my table, I'm a direct descendant of Daniel Boone,  
4 who was a political activist. So I have that combination  
5 of agriculture and political activism.

6 I notice that I feel nervous here today, and I  
7 would have thought that I wouldn't feel nervous at my  
8 advanced age. I thought there would come a point when I  
9 didn't feel nervous speaking in public, but I still do. I  
10 ran for Congress a while back and made a lot of public  
11 talks, and the nervousness still hasn't gone away.

12 When I think of agriculture -- by the way, I'm  
13 lucky that my wife is going to follow me in a few minutes,  
14 and she will give you a detailed account of what we  
15 support in the way of agriculture in the future. And Nan  
16 Owens-Renner, who showed that amazing model showing her  
17 idea of a sustainable farm and the things that she said, I  
18 totally support too in terms of the elements of  
19 agriculture that we want to see.

20 But I'm aware that we meet here today in a  
21 society where most -- where there's a great deal of  
22 unhealth, many people are not healthy in our society; our  
23 economy is not healthy, our environment is not healthy,  
24 our agriculture system is not healthy and our democracy is  
25 not healthy. And when I think of an agricultural system

1 in the future, I think of a different political system,  
2 because I worked ten years in the California Senate for  
3 Senator Jim Mills of San Diego and I know how decisions  
4 are made. And we do not have government of the people, by  
5 the people, ran for the people. We have government of the  
6 wealthy, by the wealthy, and for the wealthy. And as a  
7 political activist at the grassroots level, I know that  
8 that is true.

9 I am impressed with the backgrounds of all of you  
10 who are farmers. And part of my vision for the future  
11 would be that a farmer would be the Governor of  
12 California. I can think of no better person to be the  
13 Governor than a farmer, because a farmer knows what it's  
14 like to meet a payroll, to take risks, and to do the most  
15 important thing in our society, which is to create the  
16 food. And with the qualifications each of you have, none  
17 of you have a chance at being Governor. And you're  
18 imminently qualified, I'd take any of you for Governor of  
19 California, but none of you I dare say can raise the eight  
20 to ten million dollars that it takes to be Governor.

21 So my vision for the future would be a political  
22 system in which public financing of campaigns was in  
23 effect. And there are bills in our legislature and in our  
24 Congress in Washington to create a system of public  
25 financing. And if that system came into effect, each of

1 you, any of you could run for Governor. And it just  
2 involves getting some signatures in your community or up  
3 and down the state and then turning those signatures in,  
4 and the government gives you the money to run.

5 I see this system that we have today as being  
6 unhealthy because land is being covered by housing that  
7 should be going to farming, the agriculture is oil based,  
8 and the whole system is not sustainable as I see it except  
9 for organic agriculture, which I am involved with through  
10 my wife who runs the biggest food co-op in San Diego.

11 I got some remarks today from a local small  
12 farmer who wasn't able to be here, and Barry Logan of  
13 La Milpa Organic Farm, a little bit north of here, seven  
14 or eight acres, Barry made a lot of money in the dot-com  
15 revolution and then turned to farming and apprentized  
16 himself to some farmers and became an amazing, remarkable  
17 farmer. But he's pretty cynical, and he doesn't feel like  
18 our system, our political system and our agricultural  
19 system are responding to people like him whose concerns  
20 need to be heard. He says a cursory examination of the  
21 state of food and ag is evidence that the system is not  
22 being managed for the benefit of people but for their  
23 masters and it did not arrive at this condition through  
24 inaction on the part of citizens. Indeed, citizens have  
25 struggled to little effect for generations.

1           And I'd like to leave you with a quote from  
2 Abraham Lincoln that Barry gave me which said, this  
3 country with its institutions belongs to the people who  
4 inhabit it. Whenever they shall grow weary of the  
5 existing government, they can exercise their  
6 constitutional right of amending it or their revolutionary  
7 right to dismember or overthrow it.

8           Thank you very much.

9           FACILITATOR LAWLER: I'm assuming no comment on  
10 the political questions of the Board Members

11           SECRETARY KAWAMURA: I can't resist one comment.

12           Your background with Pioneer Seed, one of the  
13 other founders was a Henry Wallace, who was one of the  
14 most remarkable agriculturalists the world's ever seen,  
15 very misunderstood, but very clear on his concept that  
16 agriculture was an important part of all society. And  
17 it's interesting that you mentioned that your family was a  
18 founder with him way back when. So --

19           MR. CASADY: The Casadys and the Wallaces.

20           SECRETARY KAWAMURA: There you go.

21           FACILITATOR LAWLER: Speaker number 12, Doug Zilm  
22 from San Diego Roots Sustainable Food Project.

23           MR. ZILM: Hi. My name is Doug Zilm, and I want  
24 to thank you for the chance to speak today on food and  
25 agriculture. I am currently employed at Ocean Beach

1 People's Organic Food Co-op, and I am President of the  
2 Board of Directors of San Diego Roots Sustainable Food  
3 Project.

4 I grew up in a farming community. I watched my  
5 grandfather farm by day, work in the Oliver Tractor  
6 Factory at night. And I've worked on both commercial and  
7 organic farms, and I have de-tasseled more than my share  
8 of acres of corn in my life.

9 My vision for California is to see an end to the  
10 current corporate agribusiness model that we've become and  
11 return to the roots of true agriculture. The  
12 commodification of crops for everything from fuels to  
13 plastics to non-nutritious food additives have only worked  
14 to destroy the idea of agriculture as a process of feeding  
15 our citizens with fresh, local and hopefully organic food.  
16 Living in California, we should not have to import food  
17 from other states.

18 The current model of agribusiness started after  
19 World War II with the success of the industrial factories  
20 and the idea that bigger is better. The idea that  
21 producing only one or two items is more profitable than  
22 diversity has been the focus behind factory farming. It  
23 gained real momentum during the Nixon tenure when  
24 subsidies came in and the colleges began to teach this  
25 idea of agribusiness. Instead of teaching growing

1 techniques, they started to teach profits. They were  
2 teaching people to be financiers and not farmers. I  
3 didn't know any farmers growing up that got into it  
4 because they loved balance sheets. And this is when the  
5 fall of the family farms started to occur. Farming was no  
6 longer about being part of the land but merely using the  
7 land to generate profits.

8           The rise of agribusiness has also fueled the rise  
9 of petrochemical herbicides and insecticides as shortcuts  
10 to greater profits, but at a cost to the fertility of the  
11 land and public health.

12           Even though California and San Diego County in  
13 particular have a large population of family of small  
14 farms, the agribusiness idea has still kept them from  
15 returning to agriculture. They aren't able to achieve the  
16 idea of food production is a community effort that allows  
17 the farm to sell locally, directly and what can be  
18 seasonally produced. It involves the neighbors, the  
19 churches, the schools, local businesses and community  
20 members, whether in direct sales, partnerships, education  
21 or labor force.

22           Agriculture also means that you farm in relation  
23 to the land and what it can provide, rather than just one  
24 or two crops that are the most valuable in the market.  
25 The idea that the best prices for farmers can be gained by

1 taking a product grown here in San Diego and sending it to  
2 L.A. to be packaged and have it be distributed and sold  
3 back to San Diego if it's not exported elsewhere in an era  
4 of five dollar a gallon of gasoline just seems ridiculous.  
5 The economies need to once again localize.

6           As corporatization of crop production has  
7 increased, our economy has become very dependent on fossil  
8 fuels and exports to both other states and countries while  
9 we are importing many of these same products back in from  
10 other areas. The sense of localized sustainability has  
11 been lost as has our sense of agriculture and the ability  
12 to provide for our own community's needs. The current  
13 trend of farmers' markets and CSAs are an attempt to  
14 counteract this trend, but it's not enough.

15           The biggest challenge to this vision is going to  
16 be the ability to create or actually recreate a system  
17 where small farms can once again compete fairly. This  
18 means the idea of farmers, cooperatives and central  
19 packing and distribution for small farmers. Much as corn  
20 and soybean farmers have farmer-owned elevators to sell  
21 and distribute their crops, we need central packing houses  
22 for vegetables, fruits, and other crops. And these houses  
23 need to be owned by the farmers so that they can set the  
24 price for their products and not a third-party broker. We  
25 need to be able to make agriculture profitable without

1 putting profits ahead of the people.

2           Really, if you want to see the must-have for this  
3 vision is to look at what they're doing in Woodbury  
4 County, Iowa, right next to Nebraska. They have  
5 instituted property tax rebates for farmers transitioning  
6 to organics and policies to promote purchasing  
7 locally-produced products by not only the government  
8 agencies but also schools, hospitals, and restaurants  
9 among other institutions.

10           The only way to put an end to this model of  
11 corporate agribusiness and to see true agriculture not  
12 only return and thrive is to stop rewarding the  
13 commodification of food through subsidies and get back to  
14 the idea that is the culture of farming, local community  
15 and fresh food.

16           Thank you.

17           FACILITATOR LAWLER: Thank you.

18           Speaker number 13, Al Stehley.

19           MR. STEHLEY: Good morning. Thank you for giving  
20 me this opportunity to speak. I was just going to be a  
21 listener, but one of your interns gave me a speaker badge.  
22 So my unprepared remarks. I'm not an Aggie, but I'm a  
23 dedicated UC Davis tuition payer.

24           I think part of the problem, and I'm a farmer,  
25 I'm in business farming, I'm farming to make money to

1 support myself and my family, that's the bottom line. I'm  
2 also in this because I love it. I like to do a lot of  
3 things actually, but farming is what I do for a living.

4 I think part of our problem is that as farmers we  
5 become too efficient at what we do and we're really good  
6 at it, and so people don't worry about their food supply  
7 unless there's a food safety issue. So as some of the  
8 other speakers have said here today, we need to do a  
9 better job of telling people what would happen if there's  
10 no farmers. As Joni Mitchell said in Big Yellow Taxi, you  
11 don't always know what you got till it's gone, often  
12 quoted. But actually, probably the Joni Mitchell tune  
13 that more applies to me is Twisted. My analyst told me I  
14 was right out of my head.

15 The biggest issue facing us, obviously, is water.  
16 Of course we have pest problems and San Diego is ground  
17 zero for almost every pest problem that happens, mostly,  
18 same reason that we have so many people here, is the  
19 climate. So I'm like you -- I'm nervous today, I don't  
20 know why. A.G. and I go back a long time, and I know most  
21 of you on here. I don't know why I'm nervous, maybe  
22 because I don't have my remarks prepared.

23 But it's water. Without water we are not going  
24 to be agriculture. And as farmers we're always trying to  
25 think about the next biggest, best crop, so this is

1 probably what I'll be making in the future. It's a gift  
2 for you, A.G. I had to cut down 30 percent of our avocado  
3 trees, so now I'm making salad bowls.

4 SECRETARY KAWAMURA: Value added?

5 MR. STEHLEY: Yeah, value added.

6 SECRETARY KAWAMURA: Not good, though.

7 MR. STEHLEY: What will we look like in 2030?

8 PRESIDENT MONTANA: Why did you cut them down?

9 MR. STEHLEY: Why did we cut down 30 percent?

10 Because we were cut back by 30 percent of our water. And  
11 we're already efficient, so I challenge anybody to tell me  
12 how I can get more efficient. I can't get more efficient;  
13 so to cut back 30 percent on of my water, I had to cut out  
14 30 percent of my crop. And it's not something that I  
15 could be there while we were doing. I sent the crews out  
16 there, told them where to cut the trees down, and I came  
17 back a week later.

18 In 2030, what will it look like in California? I  
19 can tell you for a fact it will be different. We've heard  
20 about organic, conventional, sustainable, big, small,  
21 agribusiness, not agribusiness. It's going to be all of  
22 the above. It needs to be all of the above. We need --  
23 what do we need to get us to 2030? Continued research at  
24 our UC system; research, research, research, we need it.  
25 Fund it publicly, fund it privately through the grower

1 groups. Our citrus industry funds research.

2 I challenge you to convene a task force -- now  
3 I'm sounding like a bureaucrat -- to find and eliminate  
4 any impediments to profit, because it's about profit.  
5 Without profit, the farmers won't stay farming.

6 And if local -- we've heard a lot about local  
7 products this morning, and I agree, local is important, I  
8 always look where my stuff is coming from, but if it's so  
9 important, why isn't the country of origin labeling  
10 mandatory?

11 Also, we've seen over and over again the  
12 devastation that a food safety problem can bring, not only  
13 to the farms that were directly involved but everybody in  
14 that industry. We need to work on a faster trace-back.  
15 In the world of computers and internet, we should be able  
16 to trace that back within hours; I don't mean one day, two  
17 days, I mean hours. And we should all as farmers get  
18 behind that.

19 That's all I have to say. Thank you.

20 FACILITATOR LAWLER: Number 14, Janet Kister from  
21 Sunlet Nursery.

22 MS. KISTER: Secretary A.G., Members of the  
23 Board, my name is Janet Kister. My husband and I own and  
24 operate a nursery here in San Diego County and we grow  
25 ornamental plants that we ship throughout the

1 United States. We farm on 25 acres and have 75 employees.

2 I sincerely appreciate the Secretary and the  
3 Board working to develop a strategic plan to ensure  
4 farming not only survives but thrives into the future. At  
5 our nursery we've created our own plan to grow and prosper  
6 into the future.

7 I want you to know what things we don't need and  
8 that's why I say this. We'll be reviewing our marketing  
9 efforts, including enhanced packaging, exploring  
10 third-party sustainability certification, developing and  
11 adding new varieties based upon market demand, expanding  
12 our customer base, adding value-added to our line, and  
13 working on an efficiency in every aspect of our business.  
14 These are all things we can do for ourselves.

15 It is the broader issues that we as individuals  
16 we have no control over that we desperately need help on.  
17 Will we have enough water? Can we survive an actionable  
18 pest quarantine? Where will we find reliable and  
19 affordable labor supply in the future? And how do we  
20 function under increased urban pressures?

21 So with that in mind and in a perfect world, my  
22 vision for agriculture in 2030 would include highly  
23 efficient farms that utilize California's favorable  
24 climate and microclimates to produce a wide range of  
25 high-quality crops throughout the year; farmers having all

1 the necessary resources available at an affordable price  
2 to produce their crops, this is water, labor, energy; pest  
3 exclusion and eradication programs that are truly  
4 effective, fully funded and enjoy public support; the  
5 corresponding technology and research completed in advance  
6 to accomplish all of the above; regulations that are  
7 crafted with industry input that are fair, effective and  
8 financially feasible; and an influx of educated, young  
9 farmers who will continue to keep California agriculture  
10 on the leading edge; and finally, a public who is aware of  
11 and supports having agriculture in California, one that  
12 recognizes the value of local farms and has complete  
13 confidence in the safety of California-grown products.

14           Obviously there are many challenges to achieving  
15 the vision that I've spoken of. Mainly there seems to be  
16 a lack of political will to fix the state water supply,  
17 with many feeling that we can conserve our way out of  
18 this. We cannot, and we cannot survive without sufficient  
19 water. A ineffective national policy on employing an  
20 immigrant workforce to backfill our aging workforce. And  
21 again, a lack of political will to solve this problem.  
22 The number of new actionable pests entering the state each  
23 year is dramatically increasing with fewer dollars to deal  
24 with them. And I'm still not convinced that CBP is  
25 serious about looking for bugs at federal courts. There's

1 the fruit fly versus the drug and terrorist thing that  
2 they're dealing with.

3           Additionally, public support for the ensuing  
4 eradication efforts appears to be diminishing. I also  
5 have concern that the progression of the environmental  
6 movement gets to the point where many of agriculture's  
7 chemical tools are banned without effective replacements  
8 in place. There's new and more onus regulations that  
9 demand an inordinate amount of management, time and money  
10 to be in compliance that at the same time reduce the  
11 available resources we have to grow our businesses.

12           However, I believe the biggest challenge of all  
13 centers on the public perception of farming. If we do not  
14 have buy-in from the California public to continue to  
15 farm, with all its accompanying challenges, it doesn't  
16 matter what goals are set to fulfill the vision. When the  
17 public perceives an impact on them personally, real or  
18 not, they will drive policy on issues from immigration  
19 laws and pesticide use to land use and water that may be  
20 anti-agriculture. It is incumbent on us to reestablish  
21 the farming connection with the public.

22           Finally, I respectfully request that you add  
23 flowers into the policy title so as to read, food, fiber,  
24 flowers and fuel, thereby acknowledging the contribution  
25 of the second largest commodity in the California economy

1 and also recognizing the health and emotional benefits  
2 that flowers and plants provide to consumers. Right now,  
3 at 3.6 billion farm gate value, nursery and ornamental  
4 plants show no sign of slowing down, and the long-term  
5 outlook for our segment is very bright.

6 Thank you again for holding these listening  
7 sessions and hearing our concerns. I have some ideas,  
8 kind of off-the-wall ideas, not as good as Bob's  
9 strawberry idea, but I'd like to, in the interest of time,  
10 I'm going to leave it with you. Thank you very much.

11 FACILITATOR LAWLER: Okay. Let's take a  
12 15-second break. So everybody please stand up and move  
13 their hips and move their arms, but don't leave the room.

14 Frank Vessels from California House Council?

15 MR. VESSELS: That's actually California Horse  
16 Council.

17 We currently -- we have a farm up the street  
18 called Vessel Stallion Farm. We're currently -- we do  
19 have some farming there, avocados specifically, but I'm  
20 not here to talk about that, I'm here to talk about the  
21 horse business. We are -- I am a third-generation  
22 rancher/breeder of horses.

23 About 18 months ago we had a group, we were able  
24 to go in and see the Secretary with the hopes of helping,  
25 he and his staff, with getting their arms around the horse

1 business. You identified businesses as a parallel  
2 business; that explains the horse business perfectly. And  
3 it's very tough to get our arms around that; as you know,  
4 we're working to do that. We were able to identify  
5 approximately 800,000 horses over about three months and a  
6 lot of contacts. That represents about a \$7 billion  
7 dollar industry here in California.

8           This industry currently is under a lot of  
9 pressures as any ranching or farming community is. One of  
10 which is, specifically, alfalfa has gone up about a  
11 hundred dollars a ton in the last year, and grain has gone  
12 up more than that. This is for an industry that has no  
13 subsidies.

14           Some of the future things that we need to  
15 identify and help with are the animal I.D. issue. This  
16 will help identify any diseases across the state, as a  
17 matter of fact across the United States. Closure of  
18 public lands to horses and their owners. The Williamson  
19 Act, which is in some counties, identifies horses within  
20 that Act and some does not. I know that we're working on  
21 that currently.

22           We also need to get tied into organizations like  
23 the American Quarter Horse Association. They've got some  
24 great youth programs that we can look into. One that  
25 comes to mind is the Junior Master Horseman, which goes

1 across from fifth grade all the way up through senior in  
2 high school. And these are programs that don't  
3 necessarily -- you don't necessarily have to have a horse  
4 with. You can do it in an urban environment.

5           We, the California Horse Council, are finding it  
6 difficult to get a lot of things done because we are a  
7 volunteer organization. So in the future we are looking  
8 and we continually look for a funding source to solidify  
9 the Horse Council or another group that will help identify  
10 all of these issues in the future.

11           In leaving, I would like to invite anybody to  
12 come by the farm. It's about 25 minutes north in Bonsall.  
13 Take a look at a good breeding farm. We breed race horses  
14 there, quarter horses and thoroughbreds. Some of you have  
15 been there. If you want to test the speed limit there a  
16 little bit, it will be 20 minutes.

17           Thank you very much.

18           FACILITATOR LAWLER: Thank you.

19           SECRETARY KAWAMURA: Thank you.

20           FACILITATOR LAWLER: Number 16, Michael Babineau.

21           MR. BABINEAU: Thank you. Good morning, A.G. and  
22 Board. Thank you for again for holding this session.

23           I was going to pass on my comments today for and  
24 decided that I really needed to stand up for farming and  
25 agriculture, as I think everybody that is in the industry

1 and our whole public needs to do.

2 I wrote for a vision by 2030, a thriving,  
3 growing, profitable group of commodities that is supported  
4 by the government and public in providing high-quality  
5 agricultural products grown in the U.S. with the necessary  
6 labor resources to support those industries. And that's a  
7 real broad statement, but I think the must-haves are the  
8 most important thing that we need; and the two must-haves  
9 that I identified are education and infrastructure.

10 Education in the form of letting our public know  
11 what choices they're making and the impacts of the choices  
12 that they make with their votes and their public policies.  
13 I don't feel like enough people know where their food  
14 comes from and what the alternatives are if farming was to  
15 collapse, as A.G. said is happening. That's a scary  
16 thing, the collapse of agriculture in our state, because  
17 it produces some bad alternatives.

18 One would be that maybe we don't control our own  
19 destiny as far as food anymore, and could that be used  
20 against us in the future because we're dependent on  
21 somebody else for our food just like we are dependent on  
22 other outside sources for our oil right now? Oil drives  
23 our economy, food drives our bodies. Without both of  
24 those things, we can't exist as a society. And so I think  
25 that we need to make a concerted effort on letting the

1 public know what the impacts of infrastructure or lack  
2 thereof are going to have on farming in the future and how  
3 it's going to affect their quality of life.

4           The infrastructure I'm talking about has already  
5 been talked about; but water, I never considered myself a  
6 politician, but I feel really political when I think about  
7 water and I think about how a fish in northern California  
8 could cause a bunch of farmers down here to have to cut  
9 their crops by 30 percent and reduce the food that is  
10 produced. I just don't understand that and I'm really  
11 passionate about that. We have to fix that. We need  
12 water for food.

13           Land use and zoning. I really feel like farmers  
14 should have some sort of a preferred status as far as land  
15 use and zoning is concerned because they produce the food  
16 that we need to eat and that provides some security to all  
17 of us. So some sort of preferred maybe tax status, land  
18 use status, where certain parcels of land that have been  
19 used for farming are protected for that use in the future  
20 and it's made affordable through favorable tax laws to be  
21 able to continue to do that.

22           And labor is a big issue for all of us. You  
23 know, without the right labor force, we can't produce the  
24 crops that we grow and we cherish in this state, and I  
25 feel like we haven't made enough progress on that. That's

1 a national problem, but again, I think it needs to be part  
2 of our educational process with the people in the State of  
3 California. Again, because I don't really feel like they  
4 understand the impacts of the choice that they're making.

5           And then legislation. We need to have CDFA and  
6 USDA working on continuing legislation that provides that  
7 framework, that infrastructure for agriculture to thrive.

8           And so those are my comments.

9           SECRETARY KAWAMURA: Thanks, Mike.

10          FACILITATOR LAWLER: Thank you.

11          Speaker 17, Denise Godfrey from Olive Hill  
12 Greenhouses.

13          MS. GODFREY: Thank you so much for having us  
14 here today. And thank you, Members of the Board. I'm  
15 Denise Godfrey and I'm with Olive Hill Greenhouses. I'm  
16 one of the floriculture produces here in San Diego County,  
17 been around since 1973 and just second generation, hope  
18 my -- I tend to be pretty optimistic about the future,  
19 thinking my four year old's going to go in the business,  
20 because, you know, there's nothing like being attached to  
21 the land.

22          Today I speak to you more or less as a patron of  
23 the Vista Farmers' Markets and as an individual deeply  
24 concerned about the origins of my food.

25          Farming is an integral part of our nation's

1 sovereignty, and a nation must be able to feed itself and  
2 not be overly dependent on food exports for the health of  
3 its people and political stability, yet our farms are  
4 being threatened by globalization. Unfortunately, the  
5 consumer has no -- has a demand for year-round grapes and  
6 apples and yet doesn't realize where has all the taste  
7 gone. We've lost a connection to our food. Very few of  
8 us have parents or grandparents that have been active with  
9 the farm and let alone knowing when the seasons occur.  
10 With the farmers' markets it allows Californians to yearn  
11 for the tastes they've been able to find locally, however,  
12 this is not a feasible model for the rest of the nation.

13           Somehow we as California farmers need to figure  
14 out a way to get back in the hearts and stomachs of  
15 Americans. We need to create a greater demand for  
16 California and U.S. produce if we're going to keep our  
17 farms in business and successful in a globalized world.

18           The first step I see is education. And we've  
19 done a great job with the school gardens, but I think we  
20 can do a little bit more. There are certain projects that  
21 are limited, you know, by the school gardens; for  
22 instance, milking a cow. As a member of the Ag in the  
23 Classroom Board, we'd really like to see a demonstration  
24 for them at the 22nd Agriculture District for kids to  
25 visit and really see what's going on. And so that we can

1 as farmers, we can go visit with these children, let them  
2 know what's affecting us, and so we have that connection,  
3 because there's something about breaking bread and, you  
4 know, really having people understand what issues are at  
5 stake.

6           But part of this is, you know, not only  
7 education, there needs to be an integration into a  
8 lifestyle. And there are many of us and many others have  
9 talked about poor choices that have occurred and the  
10 consequences being obesity, diabetes, heart disease. And  
11 I think we really need to take into serious consideration  
12 how we as a farming community, we work with school  
13 nutrition programs and really get us so that our kids are  
14 incorporating plenty of fruits and vegetables into their  
15 diet and they know -- they're craving it instead of the  
16 fast food. You know, letting them know as far as when  
17 they're in the lunch line that the melons are from  
18 Coachella and the lettuce from Salinas and the tomatoes  
19 from San Diego County, so they have that connection about  
20 where things come from.

21           And I think one of the things we have to do as an  
22 ag community is figure out how we need to reach out to  
23 community gardens, because -- in urban garden settings,  
24 because, you know, those are the people that really care  
25 about where their food comes from and they understand

1 seasons. So I think they could be really advocates if  
2 they understand our practices and, you know, our concerns  
3 for stewardship of the land.

4           The other thing is the food stamp program. I  
5 really think we're a little bit shortsighted in how we do  
6 that. And it needs to follow maybe closer with the WIC  
7 Program where they actually prescribe different types of,  
8 you know, stamps towards the purchase of fruits and  
9 vegetables, nuts, and so it's more in keeping with the  
10 food pyramid.

11           But I think the big thing that we need to do and  
12 our biggest challenge is try to figure out how to create a  
13 hybrid between the mass market and the farmers' market,  
14 because here we've taken the time to get some really  
15 delicious food, and I don't know what happens at the  
16 grocery store, but definitely tastes different than when  
17 we first picked it. And, you know, trying to figure out a  
18 way, do we have pick dates, do we have consume-by dates,  
19 how do we emphasize the freshness and the seasons?

20           And finally, the big thing is, you know, we  
21 really need to look at country of origin and let people  
22 know where things are coming from and so that people can  
23 make a conscientious decision to support California and  
24 U.S. farmers. And also need to emphasize what kind of  
25 standards that we're held to.

1           And also, you know, what about imported produce?  
2 They should be held to the same standards that we are.  
3 And that would definitely help us level the playing field  
4 and make sure that the people that are importing our food  
5 aren't causing environmental degradation.

6           So I'm hoping -- that's my input. I'm just  
7 hoping that we can move forward, and, again, I'm just --  
8 I'm optimistic that we will have a future, but I think we  
9 really need to cultivate the next generation.

10           SECRETARY KAWAMURA: Thank you.

11           FACILITATOR LAWLER: Thank you. Number 18 is Ben  
12 Drake from Drake Enterprises.

13           MR. DRAKE: I wasn't going to speak, but I guess  
14 I can't give up the opportunity to actually say a couple  
15 of words. And I want to thank the Secretary for putting  
16 on this session. I think it's wonderful that we as  
17 growers in the state have an opportunity to voice our  
18 opinions and give a little bit of advice.

19           Drake Enterprises is a corporation; it's a family  
20 corporation. I'm a fifth-generation farmer. I started  
21 raising sheep at the age of five and went through 4H and  
22 actually was able to go to Fresno State, the national  
23 champions, through the education that I got from farming  
24 animals. I am a diversified farmer. I farm avocados,  
25 wine grapes and citrus.

1           And I broke down three issues that I see, the  
2 biggest ones. And a lot of them have been discussed  
3 today, water as being one of them.

4           I sit on a water board. I see us losing the  
5 interruptible rate, I see our district retaining ag water  
6 as a rate within our tier structure of water. I think  
7 it's an important part, and as long as I'm on the board, I  
8 think it's important that we all fight for the issues that  
9 we feel are important to us. I know there's been a lot of  
10 other issues talked about today on water, so I won't go  
11 into a lot of it.

12           Labor is another one. I don't have sufficient  
13 labor. I'm farming about a thousand acres. Currently I  
14 have about 95 employees, and I am here today, as I do  
15 throughout the week, I'm typically on boards or committees  
16 either three to four times a week, and without having my  
17 son-in-law working for me, my wife working in the office,  
18 I have a son in college that hopefully will take over our  
19 operation, I don't spend as much time as I need to with my  
20 operation. So I think it's important as a grower that we  
21 get out and we voice our opinions and get involved. And I  
22 don't think there's enough growers in the state that do  
23 that.

24           One of the huge issues that I see is I've been  
25 involved in the Sustainable Wine Grape Growing Alliance

1 and our workbook. Without the education that we can get  
2 out to the growers and get it into their hands -- and that  
3 program came about through the Buy California Program and  
4 California Grown program. We got the money to put that  
5 program together, it was about a half a million dollars.  
6 And we're now able to give the tools to growers to be able  
7 to use that. And so people have talked about education.  
8 I think we not only need to educate the public, but we  
9 also need to educate the growers. So I think that's a  
10 huge part.

11           And I would love to be able to farm more  
12 organically. I do farm some of my crops organically, I  
13 farm some sustainable and I do some conventional. And the  
14 problem that I have is having to deal with exotic pests.  
15 I sit on the State's Pierce's Disease Board. And one of  
16 the problems that we have is an exotic pest. The glassy  
17 winged sharpshooter has created a hardship on my  
18 operation, and I spend a tremendous amount of time working  
19 on it, and it's because of exotic pests. So, you know, we  
20 need to stop things at the border before they come in.

21           A.G., you know the amount of money that we spent  
22 on that program; it's millions and millions of dollars.  
23 And we're really -- we're getting a little bit of  
24 progress, but we're not as far along as I would like to  
25 see us today.

1           There's some other issues in sustainability. I  
2 think we need to be looking at the biosolids that come out  
3 of our sewage treatment plants and how we can use that  
4 into ag. They want us to pay for those materials. How  
5 safe are those materials? I don't really have the  
6 greatest confidence on how safe those products are, but we  
7 need to start using in our own counties. We can't take  
8 products from L.A. County and put them into Kern County or  
9 into Riverside County, the cost of fuel, and I could use  
10 those products if they're safe to improve the soil  
11 conditions. Same thing with the waste management. There  
12 is so much green waste that's being put into the landfills  
13 that farmers today could use that to improve their soil.  
14 So I think there needs to be more science thrown in those  
15 areas to help us.

16           So, in closing, I would like to, again, thank you  
17 for this opportunity, and I'm happy to serve whatever I  
18 can to the State of California and I've been happy to up  
19 to this point. Thank you.

20           PRESIDENT MONTANA: Ben, on the biosolid issue and  
21 the effluence issue, most processors we deal with  
22 U.S.-wide and internationally won't accept any product  
23 raised with gray water, biosolid water, heavy metals,  
24 because the science isn't there. So if we can't sell it,  
25 that's going to be difficult. That's what we have to work

1 with.

2 FACILITATOR LAWLER: Thank you.

3 Number 19, Ron Heimler from Cal Poly Pomona.

4 MR. KILDUFF: Good morning. My name is Peter  
5 Kilduff. I'm here with my colleague Ron Heimler. We're  
6 from California Polytechnic -- State Polytechnic  
7 University at Pomona, the College of Agriculture, the  
8 jewel of agriculture education here in southern  
9 California. And we're here to talk about another  
10 political issue facing the agricultural sector in  
11 California, and that is about the future talent stream, a  
12 critical, strategic issue for this industry we think. Ron  
13 is going to do the talking.

14 MR. HEIMLER: Thank you. Good morning. I'm Ron  
15 Heimler, and along with my colleague Peter Kilduff, we  
16 represent the College of Agriculture at Cal Poly Pomona.  
17 We've come here today to highlight the critical issue of  
18 human resource development for the future of the  
19 California agriculture sector and to ask for \$85,000 from  
20 the Specialty Crop Funds to match fund to pilot program  
21 developing a long-term solution to this chronic and  
22 systemic issue threatening the prosperity of the sector.

23 Over the past 18 months we've been working with  
24 employers in the apparel sector regarding the mismatch  
25 between the needs of the industry and the flow of talent

1 from universities, both in terms of numbers and  
2 career-specific capabilities. We've been successful  
3 engaging a number of major manufacturing and retailing  
4 organizations in addressing this problem.

5           At the beginning of this year, the dean of the  
6 College of Agriculture, Dr. Les Young, asked us to address  
7 this issue on behalf of the college. We explained the  
8 difficulty in recruiting students into the agriculture  
9 areas and the consequent rapid aging of the California  
10 agricultural workforce.

11           Since January we have conducted informal field  
12 interviews with members of the State Board of Food and  
13 Agriculture and senior officers of key companies of the  
14 industry. In addition to shortages of recruits, findings  
15 of some of these interviews also revealed a theme that new  
16 hires lack what has come to be known as essential  
17 employability skills. These include math, communication,  
18 critical thinking, problem solving, work ethic, the  
19 ability to work in teams and a diverse culture.  
20 Additionally, bilingual skills for on-farm management.

21           We've submitted a grant proposal to the  
22 California Agriculture Research Initiative for funding  
23 support to address the problem. The proposed project will  
24 develop an intervention strategy initially at Cal Poly  
25 involving a measurement phase, an implementation phase and

1 an assessment phase.

2           This will be a pilot study at Cal Poly. On its  
3 conclusion we expect to have proven the validity of our  
4 approach in addressing these critical issues. We'll  
5 subsequently seek to develop industry sponsorship for  
6 roll-out of the program in partnership with other  
7 California universities with agriculture and related  
8 programs for a statewide impact.

9           We believe our approach will also provide a  
10 template to resolve similar issues in other high-value  
11 California industries. The estimated cost of the project  
12 is \$150,000 over 12 months. Our grant requires cash match  
13 funding of \$85,000. While we receive strong letters of  
14 support from a number of leaders in the agriculture  
15 industry, including most of the members of the State Board  
16 of Food and Agriculture, to date we have not been  
17 successful in obtaining commitment of financial support.

18           Our project is strategic in nature and not other  
19 research study that will collect dust on a shelf. The  
20 project team is entrepreneurial and understands the need  
21 to deliver what is promised the first time, on time, and  
22 on budget. It is a vision that includes communication,  
23 collaboration and cooperation among the stakeholders. It  
24 is a vision that will deliver the strongest possible  
25 competitive advantage at the least cost as a result of

1 processed reengineering.

2           California agriculture is important to the state  
3 and national economy and represents a critical component  
4 of national security. Developing a workforce that is  
5 properly equipped with the skills needed to address the  
6 challenge of the 21st century agriculture industry is of  
7 great importance. To help ensure that the appropriately  
8 trained workforce is available, three things need to take  
9 place. First we need to connect with the stakeholders who  
10 hire agriculture graduates to ensure our programs are  
11 meeting their needs. Second, we need to help to ensure  
12 the faculty who are responsible for the curriculum  
13 understand the changing needs of the industry. Finally,  
14 as important, we reframe the bias and perceptions that  
15 students in both secondary and post-secondary education  
16 have about the industry. This is critical to be able to  
17 attract students to high education agricultural programs.

18           California's a global leader in agriculture in  
19 terms of research, development, product and process,  
20 innovation, productivity, sector diversity and exports.  
21 Many Californian companies are positioned in specialized  
22 high-value market niches with innovative products and  
23 processes. California agriculture is driven by technology  
24 and fueled by innovation and demands a properly-skilled  
25 workforce.

1           However, lingering perceptions of the agriculture  
2 sectors as an archaic, low paid, sunset industry persists.  
3 These stem in part from agriculture's traditional status  
4 and declining importance in the national economy, decline  
5 of the rural populations and an aging of the workforce due  
6 to progressive reductions in the need for labor through  
7 productivity advances. Combined with lower average  
8 earnings, these perceptions have made it increasingly  
9 challenging for the industry to attract new talent. The  
10 average age of the workforce in the agriculture sector has  
11 steadily increased from 43 in 1970 to 55 in 2006.

12           Ensuring California's competitiveness in the  
13 agriculture sector means ensuring that the state's  
14 workforce has the skills that the agriculture industry  
15 requires. Consequently, there is a need for increased  
16 collaboration between the private sector and  
17 post-secondary education institutions, to develop a  
18 sustainable talent stream with the capabilities to drive  
19 continued technology advancement in the sector.

20           Exacerbating the problem is a perceived mismatch  
21 between student capabilities and aspirations, the  
22 objectives of post-secondary educational institutions and  
23 the needs that are pertinent practices of employers. New  
24 hires are seen as lacking soft skills. The result is  
25 sub-optimal hiring outcomes that impact industry

1 performance with unfilled vacancies and new hires that  
2 require costly training and remedial education. Due to  
3 the perceived lack of real world relevance in course and  
4 curricula, students are considered unable to put what they  
5 have learned in the classroom into practice, requiring  
6 costly remediation. Field interviews have reported that  
7 in some cases training can take up to one year.

8           The issue is not a new one in traditional sectors  
9 of the economy such as agriculture. It has long been  
10 studied and debated as a source of deep-seated frustration  
11 within the industry and to some extent in higher education  
12 institutions.

13           Ladies and gentlemen, we have a vision and we  
14 have a plan. Our project seeks to educate students with  
15 the skills that the industry needs and expects so that our  
16 students are the right people for the jobs in the 21st  
17 century workforce. Achieving this outcome will provide  
18 the human capital to innovate process and create a  
19 sustainable workforce.

20           We have almost exhausted our networking  
21 opportunities in the agriculture sector, and that is why  
22 we stand before you today, to emphasize our commitment to  
23 this project. I flew in from the east coast at 1:00 a.m.  
24 Peter and I drove from Pomona at 6:00 a.m. to speak for a  
25 few minutes before we return to Pomona and I return to the

1 east coast at midnight. The trip was mostly self-funded.

2 To move our project forward, we're specifically  
3 seeking support to apply for funding from the block grants  
4 that CDFA will receive from the farm bill specialty crop  
5 provision to fund our project. We have a vision; please  
6 let us make it happen for the students, the communities,  
7 the region and the state.

8 Thank you.

9 SECRETARY KAWAMURA: I would make just an  
10 observation. I know in our own Department of Agriculture,  
11 the California Department of Agriculture, we have at our  
12 senior management level, we have almost 60 percent could  
13 retire today in our Department, and that's actually taking  
14 place in many areas throughout agriculture, not just in  
15 departments of agriculture, not just here. At the ag  
16 commissioner level as well we see a tremendous amount of  
17 retirements as well.

18 That workforce that's needed is something we  
19 mentioned earlier at the onset, and I would try and also  
20 potentially I will try to link you with Department of  
21 Labor. They have a tremendous study that was done. They  
22 looked at some of the key industries for California, and  
23 not surprisingly, although not well known, one of the key  
24 industries in California is agriculture, employing a  
25 tremendous amount of folks throughout the food chain. So

1 your study seems very timely. And with the study that was  
2 done out of their Department, I'll certainly follow up and  
3 ask as well if there is some support coming out of EDD or  
4 some of the other departments out of the labor agency.  
5 Thanks.

6 MR. HEIMLER: Thanks. We appreciate that.

7 FACILITATOR LAWLER: Thank you.

8 Number 21, Carol Steed, Vice-Chair Commissioner.

9 MS. STEED: Good morning, Commission or Board.  
10 Thank you for having us today. I'm Carol Steed with the  
11 Avocado Commission. I also come to you today as a farmer.  
12 I farm 400 acres with my husband of avocados, citrus, and  
13 blueberries. We are predominantly organic.

14 And if I had to say to you what is our vision for  
15 2030, it would be that we are in the farming industry  
16 still. We are very concerned. I'm sure that as you  
17 listen to all these concerns, we have the same ones.

18 To address the water issue, 65 percent of avocado  
19 growers of the 60,000 acres of avocados are on some form  
20 of district water. They are now in a 30 percent cutback.  
21 It is emergency time for our industry.

22 In addition to that, reliable labor force, both  
23 from a professional level and from an immigrant labor  
24 support. Also, pest control security. That's a major  
25 issue for us that has not been addressed as intimately as

1 perhaps it should be. We are concerned about the pest  
2 issues that keep coming across the border, and every other  
3 year we have a new one entering, and USDA is not providing  
4 support. CDFA has been wonderful, but somehow we've got  
5 to get on top of that. And I don't think it's just  
6 limited to the avocado industry.

7           These issues are not new, but our government is  
8 distracted and dysfunctional. It is only with public  
9 support and awareness that any progress is going to be  
10 made.

11           Our generation has lost touch with where our food  
12 is grown. Most have never even been to a farm or picked a  
13 piece of fruit. As a relatively new farmer, ten years  
14 old, I recall pre-farming days myself when I'm embarrassed  
15 to say I looked at farming as a necessary evil and a  
16 sprayer of chemicals and using lots of water. We need to  
17 reeducate our population. We need to get them supporting  
18 and embracing our farming industry. Ultimately we must  
19 define and answer the question as a state and a nation, do  
20 we value or care where our food comes from?

21           Our state has an opportunity to lead this nation  
22 by embracing agriculture. We can develop a marketing  
23 program that identifies our food source, that addresses  
24 our issues. Consumers today still do not know about our  
25 water shortages. They know we have a drought, but do they

1 know that our agriculture in Orange County, San Diego and  
2 if necessary Los Angeles has a 30 percent cut for only a  
3 5 percent usage? Do they know that? No. We as an  
4 industry are not doing a good job. The state has an  
5 opportunity here to lead us.

6           By creating a sense of urgency, we can direct  
7 this. We can develop a strategic campaign which creates  
8 public awareness and concern for our industry, it  
9 addresses our critical issue. And then this campaign will  
10 be comprehensive to each dinner table and soccer games.  
11 Only then will our politicians listen and act. They know  
12 what to do, they're just waiting for the social reason to  
13 do it.

14           Thank you.

15           FACILITATOR LAWLER: Number 22, Rachel Borgatti  
16 from the Solana Center.

17           MS. BORGATTI: Good morning. My name is Rachel  
18 Borgatti, and I am the Compost Program Manager at the  
19 Solana Center for Environmental Innovation. We're a  
20 25-year-old nonprofit in Encinitas, California.

21           As program manager I manage the composting  
22 education for several municipalities in San Diego,  
23 including the Rot Line where everyone and anyone can call  
24 in and get composting advice. This service gives me a  
25 direct line to the public and their thoughts on composting

1 and waste reduction.

2           In addition to the usual questions on how to get  
3 started composting, I am increasingly getting calls from  
4 hospitals, restaurants, food processors, universities and  
5 residents wanting to recycle their food scraps and yard  
6 trimmings. At the same time, composting facilities  
7 throughout California cannot keep up with the demand for  
8 compost from farms, businesses and residents wanting to  
9 use a less expensive, less polluting, water-retaining  
10 alternative to the petrochemical-based fertilizers and  
11 pesticides. However, there are barriers to increasing  
12 composting in California, mostly surrounding permitting  
13 and education.

14           So what is my vision for California agriculture  
15 by 2030? That all agricultural and food production  
16 systems will recycle their waste, both organic and  
17 inorganic, and reduce the use of nitrogen, petroleum, and  
18 non-renewable inputs; that cities and counties will  
19 collaborate with rural communities and get the organics  
20 out of the landfills and back into the land; that it will  
21 be simple and second nature to compost both on and off  
22 site, whether you own a farm, a house, a ranch or an  
23 apartment.

24           But the biggest challenge in achieving this  
25 vision are now two issues. The first is permitting.

1 Currently there's a whole slew of issues that make  
2 permitting a new composting facility about a hundred times  
3 more difficult than permitting a landfill. It is both in  
4 the interest of CDFA and agriculture to commit to work  
5 with local and state governments to remove these  
6 impediments to composting facilities.

7           The second is education. Similar to recycling,  
8 composting organics should be the norm for families,  
9 businesses, farms and ranches, whether it's a pickup  
10 service or on site. Not that composting will cure all of  
11 society's woes, but it is a good step in reducing our  
12 impact on the earth, taking responsibility for the things  
13 we consume, and understanding that organics are a  
14 resource, not a waste product.

15           In 2030 public perception of recycling of all  
16 organics will become the norm. Whether in their backyard,  
17 on the farm, at the ranch or at work, people expect that  
18 their organics will be composted and put back into the  
19 land. Composting can connect all people to the land and  
20 let them see that soil is something you build, not just  
21 something you buy at the store.

22           Thank you for your time and for hosting these  
23 listening sessions.

24           SECRETARY KAWAMURA: May I ask a quick question?

25           MS. BORGATTI: Yes.

1           SECRETARY KAWAMURA: Do you have a pretty  
2 significant percentage of our materials that you're  
3 bringing in for composting, is that coming out of the  
4 equine industry by any chance, the horse industry?

5           MS. BORGATTI: Actually, due to permitting  
6 issues, a lot of that is going into the landfills. The  
7 majority of the stuff that is being composted in San Diego  
8 County is coming from like yard waste.

9           SECRETARY KAWAMURA: Mr. Vessels and the rest of  
10 our gang with the equine industry, this is the kind of a  
11 convergence that we would then certainly look for and  
12 encourage you to put together a collaborative paper to try  
13 and talk about the usage of products then as a joint  
14 project of what can happen and then helping us then to go  
15 forward and work with waste management and look for  
16 that -- and EPA, and then trying to see if there is a way  
17 to streamline some of this. That's the kind of thing that  
18 we would expect out of this process.

19           MS. BORGATTI: And just a plug for the County of  
20 San Diego and the Solana Center, our manure management  
21 video just won a local Emmy, so please seek it out.

22           SECRETARY KAWAMURA: I also would give kudos to  
23 the county fair here who has a tremendous waste reuse  
24 project as well, as a plug.

25           So thanks for your comments.

1 FACILITATOR LAWLER: It's a Blockbuster local  
2 video.

3 MS. BORGATTI: Online free.

4 FACILITATOR LAWLER: Even better. Thank you.

5 Speaker number 23, Jennifer Tracy, San Diego  
6 Hunger Coalition.

7 MS. TRACY: Thanks for having this listening  
8 session. My name is Jennifer Tracy, and I'm the food  
9 stamp outreach coordinator for the San Diego Hunger  
10 Coalition.

11 San Diego County has the lowest participation  
12 rate in the nation for urban counties in the food stamp  
13 program, so we miss out on \$144 million that could be  
14 coming in to our local food economy.

15 Our vision for California agriculture is that we  
16 hope and are working for a year 2030 populated with people  
17 who will have the ability to access adequate, nutritious  
18 food, including all of the fruits and vegetables  
19 necessary. My vision is that this produce will be grown  
20 in California. If we cannot achieve this vision by 2030,  
21 then my vision would be to have a strong food bank with  
22 the capacity to serve all who are in need with healthy and  
23 nutritious food, which includes both the necessary staples  
24 and including fresh California-grown produce.

25 The biggest challenges that we're facing in

1 achieving this vision include an increased demand for  
2 food. I think this has been in the news a lot lately, but  
3 according to the USDA, approximately four million  
4 Californians live in households that are not able to  
5 consistently put food on the table.

6           And just to illustrate this, just a few weeks ago  
7 I was speaking with a mother whose teenage son was  
8 pretending not to be hungry so that he could save the food  
9 for his younger brother and sister. She wasn't able to  
10 work because she's sick, and there isn't a dad around  
11 that's working either. So there really is a big problem  
12 that's happening every day where people are not able to  
13 get food.

14           Food banks are facing extreme pressure to serve  
15 an increasing number of California seniors, adults and  
16 children. And historically food banks have been the  
17 proverbial canaries in the mine shaft of hunger as  
18 families turn to them first when they're hit by the impact  
19 of the economic downturn. The early signs of the economy  
20 in our communities have been apparent since last October  
21 when California's food banks started to go -- started to  
22 see noticeably higher demands, people calling hot lines,  
23 lining up at food pantries and waiting on benches for soup  
24 kitchens.

25           The current economic downturn coupled with

1 increased costs for food and other basic expenses like  
2 fuel are forcing more seemingly middle-class people to  
3 seek food assistance.

4           The other challenge is the food crisis. As food  
5 banks have entered a crisis stage given the sharp increase  
6 in the demand for assistance, a shrinking supply of  
7 donated food and an increased cost of food and  
8 transportation. A major source of emergency food is the  
9 USDA. Since 2002, the amount of USDA commodities  
10 distributed nationwide to California through the Emergency  
11 Food Assistance Program, or EPAP, has decreased by more  
12 than 60 percent. This decline represents about 45 million  
13 lost meals statewide.

14           In early 2007, California's central valley  
15 experienced a devastating freeze that destroyed citrus,  
16 other crops, causing widespread economic hardship. The  
17 state appropriated emergency funds to quickly respond to  
18 this disaster. The situation that California faces today  
19 is a different type of disaster, but this disaster also  
20 requires a quick response. It is rare for so many  
21 negative economic and food trends to come together in one  
22 time, which makes it clear that we're at the beginning of  
23 a stage of crisis here in California and a quick response  
24 is critical.

25           The new farm bill passed by Congress last month

1 will provide an estimated additional 12 million pounds of  
2 base commodities for fiscal year 2008 with an additional  
3 increase in future years. Bonus commodities will also  
4 increase in future years. However, it's estimated that  
5 the EPAP volume will not return to the peak of 2002.  
6 Additionally, these commodities are not expected to come  
7 into California until October, leaving California's food  
8 banks in a crisis situation throughout the summer. And  
9 it's well known that during the summer children have a lot  
10 harder time getting enough food because they don't have  
11 their summer lunches.

12           The must-have for the ag vision in California,  
13 the first thing is Farm to Family. There are lots of  
14 innovative programs working to address the greater  
15 demands, such as the California Association of Food Banks  
16 Farm to Family Program, that expansion is necessary to  
17 address the growing crisis. The Farm to Family Program is  
18 a partnership which growers and packers donate or sell  
19 produce at low prices allowing food banks to provide  
20 nutritious produce to low-income Californians across the  
21 state. And this program cannot happen without the  
22 assistance of growers and packers.

23           Our vision is to increase capacity by working in  
24 partnership with the state and California agriculture to  
25 secure financial support and a steady and sufficient

1 supply of produce to every food bank. The California  
2 Association of Food Banks has worked with legislators to  
3 propose funding for the innovative Farm to Family Program,  
4 which would benefit both growers and those in need of  
5 healthy food.

6 In general, there's also proposals to address the  
7 crisis by starting a state commodity purchase program, a  
8 program that nearly every other large state in the U.S.  
9 operates. To date, all proposed statewide proposals have  
10 failed. It is unfathomable that the state would not fund  
11 some type of commodity program given the agriculture  
12 abundance of California.

13 The proposed plans are not theoretical, they are  
14 something that exist today where hungry people receive the  
15 healthy food that they need. And if the state is as  
16 concerned with the current crisis as it was appropriately  
17 concerned with last year's freeze, then despite tough  
18 budget times, funding should be secured to ensure that  
19 seniors, adults and kids can get the assistance that they  
20 need of nutritious food.

21 Thank you for listening.

22 PRESIDENT MONTANA: Thank you.

23 FACILITATOR LAWLER: Thank you.

24 Speaker number 24, Jerome Stehly.

25 MR. STEHLY: Good morning. Thank you for giving

1 us this opportunity. I -- people have touched on a lot of  
2 things, so my vision is to -- one of our hardest  
3 challenges, pests, is to try and see that our CDFA  
4 continue their fight against the influence of foreign  
5 lobbyists on the federal government to force us to accept  
6 crops or accept produce from countries that are infected  
7 with pests. There is the continued fight and tug of war  
8 between the federal government and our agencies here in  
9 California to try to limit the amount of exotic pests that  
10 come in to California.

11           At our farm, Stehly Farms Organics, we farm  
12 citrus, avocados and berries and have seen the influx of  
13 pests that could possibly get into our groves. We do not  
14 want to spray; we like to use beneficial bugs. Every year  
15 we get something new and we want to continue to fight it.  
16 There are pests that are coming in on fruit that our  
17 scientists at the UC system are -- could be -- if they get  
18 into our groves, especially in avocados, will be  
19 devastating to us, that are in Mexico that are not here.  
20 But because of trade issues, trade is being used instead  
21 of protecting the United States. I think it's important  
22 for us to protect our crops here first and not have trade.

23           We have a great opportunity with this locally  
24 grown, that that's going to continue to go, but I just --  
25 I envision a California where we stay strong, we stay

1 committed to each other, to fight, and helping CDFA fight  
2 this tug of war of trade in exchange for allowing pests  
3 into our farms.

4           Now to a lighter subject. One of my passions is  
5 kids and educating kids and farms. So we invite our  
6 friends and their kids out to our farms. So next year  
7 we're starting a program inviting schools out to our farms  
8 and having these kids see where their fruit comes from.

9           In the next 20 years, if we educate these  
10 children, first of all, they are great advocates to their  
11 parents of what goes on; secondly, the parents usually  
12 come with them, and so they see and they can learn about  
13 what our challenges are, what great things are about  
14 farming and become part of it. There are all sorts of  
15 careers in farming, I tell the kids all the time.

16           And people -- I have three girls, and everybody  
17 goes, oh, that's too bad, you got no farmer to continue  
18 on. And I say, why not? Girls can be farmers too or they  
19 can run the operation, whatever they want to do.

20           So I'm a real advocate that every one of our  
21 farmers should continue and look for ways of educating the  
22 public by doing it on their own farm. Invite schools,  
23 invite them to your farms, invite them to your nurseries,  
24 invite them to your greenhouses, show them what goes on,  
25 that there is a career out here, and that we can educate

1 them.

2 Thank you.

3 PRESIDENT MONTNA: Jerome, one of our Board  
4 Members, Craig McNamara, operates the Center for  
5 Land-based Learning in Winters. I think he just won one  
6 of the Leopold awards. But I'd encourage you to  
7 communicate with Craig. And that's what his family, they  
8 spend all their time educating young people, high schools,  
9 first and secondary school folks, and does a great job.  
10 He'd be a good model for you to start out.

11 MR. STEHLY: Thank you.

12 PRESIDENT MONTNA: Congratulations for the  
13 effort.

14 MR. STEHLY: Thank you.

15 FACILITATOR LAWLER: Number 25, Carl Bell from UC  
16 Cooperative Extension.

17 MR. BELL: Good morning. I also appreciate the  
18 opportunity to speak to you this morning. And I'd like to  
19 say I admire your stamina to sit there and listen to all  
20 these sessions.

21 I'm going to -- well, I'm Carl Bell. I'm with  
22 the University of California Cooperative Extension. I'm a  
23 regional advisor on invasive plants. I cover six counties  
24 in southern California. Previously, I spent 21 years in  
25 Imperial County as a weed science advisor for Cooperative

1 Extension, and I guess the university finally decided I'd  
2 finished my probationary period and let me out of  
3 Imperial.

4 My vision -- I actually love being in Imperial,  
5 but it's pretty warm down there this time of year.

6 My vision is a little bit different than  
7 everybody else's here. My vision is to have  
8 adequately-sized natural habitats in southern California  
9 that maintain native species on an indefinite basis. And  
10 I'm going to try to make a connection to CDFA.

11 I think everybody in this room knows that in 2003  
12 we had wildfires that burned about 300,000 acres of this  
13 county followed by another 300,000 or so acres in 2007.  
14 What people don't always know is that 60,000 acres of the  
15 land burned in 2003 burned again in 2007 because of  
16 invasive plants. This is a significant issue that leads  
17 to all sorts of related problems throughout southern  
18 California. And here on my own, I'm the person that's  
19 supposed to solve that; but that's another point.  
20 Invasive plants also carried wildfires into riparian areas  
21 throughout southern California, the Arundo and Tamarix in  
22 particular.

23 So how does this relate to agriculture? We have  
24 sort of a three-sided triangle of land use in California.  
25 We have urban development, we have farming, and we have

1 natural landscapes. And that triangle these days is  
2 pretty well set I think; we're not going to see -- you  
3 know, we've had a history in California, as the director  
4 was saying, of expansion of urban areas that drive farms  
5 out. Well, they drove farms into the natural landscapes  
6 and the urban areas expanded to natural landscapes. Well,  
7 that's pretty well -- you know, those days are over, we're  
8 not going to do as much of that as we used to do. So  
9 we've got to protect what we have. We've got to preserve  
10 it.

11           Preserving natural landscapes benefits  
12 agriculture by providing buffers around agriculture, it  
13 provides places for wildlife to interact in an appropriate  
14 way. It provides ways to deal with some of the invasive  
15 plant and other species issues in an appropriate way on  
16 these natural landscapes.

17           About five, six years ago CDFA took a really  
18 strong, vigorous role in developing weed management areas  
19 and invasive plant management in California. And that  
20 role has -- is a little quieter today than it was five or  
21 six years ago, and that my main pitch would be for CDFA to  
22 reinvigorate their role in that area, and for the very  
23 strong reason that CDFA has a tradition and an expertise  
24 and an infrastructure to deal with pest problems. And I  
25 can guarantee you as somebody who's worked with all the

1 agencies in southern California, the resource agencies do  
2 not have that expertise, they can't do the job. The NGOs,  
3 such as Nature Conservancy, do not have the expertise and  
4 the infrastructure to do that, CDFA does, and they should  
5 really step into that role and maintain it on a vigorous  
6 level.

7 CDFA should also facilitate coordination,  
8 collaboration, and what you might call co-locating of  
9 scientists throughout California to work on these issues.  
10 And it's not just plants; there's things like bullfrogs,  
11 Quagga mussels, New Zealand mud snails, blackbirds, I  
12 mean, we've got a huge number of issues that are prominent  
13 in this state and new ones on the horizon. And CDFA is in  
14 a place to take that role. And that would be my vision,  
15 that they recognize that farming is about land management,  
16 natural landscapes are about land management. CDFA is  
17 about managing those lands for the best uses and the best  
18 way possible.

19 The other thing I'd like to see CDFA really take  
20 a strong role in is communication between stakeholder  
21 groups. I've been part of the what is called the Cal HIP  
22 Process, which is kind of discussing horticultural plants  
23 that become invasive plant species, and CDFA has not had  
24 as strong a role in that topic as they could have. They  
25 have been at the table, but I think they could play for

1 more of a leadership role in it.

2           And we've got all sorts of issues. The wildfire  
3 issue is a big, big issue; pollutants, silt issues in  
4 drains; you know, there's just a whole host of things that  
5 CDFA could facilitate communication, ongoing annual  
6 dedicated communication between all the variety of  
7 stakeholders on these issues. So that's my vision.

8           And just to plug my own thing here and get rid of  
9 some brochures, this is a brochure called, "Invasive  
10 Plants and Wildfires in Southern California," which has  
11 got a lot of good information on the subject. I wrote it  
12 along with a couple of colleagues. You can have thousands  
13 of these if you want them, but I'd like to at least not  
14 take these back with me.

15           So thank you for your time.

16           SECRETARY KAWAMURA: Thank you, Carl. I would  
17 just like to thank you. Earlier I mentioned the enormous  
18 role that the ag commissioners play in this state in terms  
19 of being much of the protectors of the food supply, the  
20 environment, and public health as well. And the work that  
21 you do out of the UC, the cooperative extension, is in  
22 many ways as unrecognized heroes in terms of people that  
23 have really kept a focus on some of these priorities that  
24 have been long forgotten or overlooked or more,  
25 unfortunately, unknown.

1           And so, yeah, we definitely have a commitment  
2 that through this process, this kind of a discussion that  
3 you just presented to us becomes, once again, reelevated  
4 if you will, and high priority. And certainly invasive  
5 species is something that has been a focus of our  
6 Department since certainly we have at least some good news  
7 at the border stations.

8           Currently we'll be going through this budget, we  
9 were hoping we have a budget signed sometime this month,  
10 would be nice, at the state legislature, but you may have  
11 heard and you may know that the full funding for not only  
12 the border station programs, our inspection stations at  
13 our interstate borders, as well as some of the other  
14 programs, including diaprepes, including Red Imported Fire  
15 Ants and some of the others, that funding did come back.  
16 Part of it has come back because of the recognition by a  
17 bigger stakeholder group that these are critical programs  
18 for the state.

19           So thanks for your work.

20           MR. BELL: Thank you.

21           FACILITATOR LAWLER: Speaker number 26, Mike  
22 Mellano from Mellano & Company.

23           MR. MELLANO: Good morning, and thank you for  
24 having me. I'm from Mellano & Company. We're flower  
25 growers in Oceanside and in Carlsbad, and our company also

1 manages part of the flower market in Los Angeles. And  
2 many of the things that I was going to talk about have  
3 already been covered, so I'll probably just concentrate on  
4 one thing. The labor issue is very important. The one  
5 thing that wasn't mentioned so far, at least I didn't hear  
6 it, about the water issue.

7 I very much believe that in addition to  
8 infrastructure, we need to have a free market for water.  
9 If the people of San Diego want to buy water from the  
10 people of Imperial County, and they want to sell it, we  
11 should be able to do that, and it's the same thing. I  
12 don't believe that the rice growers in northern California  
13 should be demonized because they own water that the state  
14 won't let them sell to somebody else. I very much believe  
15 that that's an important issue.

16 And the next thing I want to talk about is the --  
17 I'm an optimist and I tend to be an optimist, and I also  
18 believe in capitalism and I believe that the government  
19 needs to have pro-business regulations. If there's no  
20 profit incentive, nobody's going to do anything. And  
21 there's jillions of examples of that. The Soviet Union  
22 was a primary example, Cuba's an example. And you've got  
23 to have a market-based capitalistic environment for  
24 farming to survive, okay?

25 And I also support the thing on research and

1 education, very important.

2           But the one thing I want to concentrate on today  
3 is, because nobody's spoken about it, and that's  
4 pesticides and pest control. Rachel Carson did a very  
5 good job of demonizing DDT. What she didn't say was that  
6 DDT was basically responsible for the control of malaria;  
7 so without DDT we would have had malaria. And it seems to  
8 me that the environmental problems with DDT are serious,  
9 but the situation with malaria that goes back to the  
10 beginning of recorded history was a much more serious  
11 issue, and that was never talked about.

12           And pesticides in general are being demonized.  
13 And there's nothing wrong with them, and they are not  
14 poisons and they are good. They increase productivity,  
15 okay? And I very much believe that if people want to buy  
16 organic growing material, they should buy them, but to say  
17 that we should restrict the use of pesticides that are  
18 safe and they increase the productivity of our farmers is  
19 really not quite right. How are you going to feed six or  
20 seven billion people using strictly organic programs?  
21 There's not enough land in the world to do that. And the  
22 cost is going to go up, and that needs to be taken into  
23 consideration.

24           Another example, I'm going to use another  
25 example, the issue of this methyl bromide ban. The

1 United States signed this business with the United Nations  
2 about methyl bromide. Well, we spent all these years  
3 looking for alternatives. Well, if you look at the  
4 economic effects of eliminating methyl bromide, those  
5 economic effects are still there. And the environmental  
6 effects of the alternatives, if you add them up and their  
7 effect on worker safety, is I believe worse than the  
8 problems with methyl bromide. So why are we continuing to  
9 do this? Okay? And those are legislated restrictions,  
10 and I believe it's very bad now. You should understand  
11 the business of methyl bromide because your family farms  
12 strawberries, okay?

13           And then I'd like to use a third example of  
14 pesticides, which always gets people's attention. I would  
15 assume that most people in here this morning probably use  
16 some deodorant, okay? Well, I suggest you go home and  
17 read the label of that deodorant, okay? And you'll find  
18 that there's a biocide in there. And that biocide, if you  
19 look at how toxic that thing is, it's probably more toxic  
20 than most of the pesticides you're worried about, and yet  
21 you use it every single day. And what that is is that's  
22 just an example of people not understanding. And I  
23 believe that the use of pesticides, as long as they're  
24 safe and as long as they're regulated, is very important;  
25 it needs to continue.

1           And then lastly, not related to pesticides, but  
2 genetic engineering. Now, genetic engineering is just  
3 another word for plant breeding, and that goes back 10,000  
4 years. And it's very difficult for me to believe that the  
5 use of genetic engineering, which is just the modern  
6 breeding technique to produce better crops, is not very  
7 important and needs to continue. Roundup Ready corn has  
8 reduced the cost of producing corn and it has reduced the  
9 cost of pesticides and it has increased the productivity  
10 and lowered the cost. And that's what we have to have.

11           And I believe genetic engineering over the long  
12 run is going to give us some very, very positive results,  
13 but I also understand that people are afraid of it because  
14 they don't understand it.

15           So that's about all I have to say. Thank you  
16 very much.

17           FACILITATOR LAWLER: We are coming up to noon,  
18 which is the scheduled time, but we have six speakers.  
19 The Board wants to hear from all the speakers, so we're  
20 going to go about 20 minutes over, just to advise the  
21 group, okay?

22           Is that acceptable, President Montna?

23           PRESIDENT MONTNA: Yes. The Board gets overtime.  
24 Actually, we don't get paid at all, but they're also,  
25 obviously, very dedicated, so we'll wait in the best

1 interest of everyone's time.

2 FACILITATOR LAWLER: Let's proceed.

3 Number 27, Eric Anderson.

4 MR. ANDERSON: Good afternoon, Secretary. Thank  
5 you for providing the leadership that do you for  
6 California agriculture.

7 Of course I wouldn't be a San Diego farmer  
8 without talking about water, and water is a problem. You  
9 have to have -- to have a vision for 2030, you kind of  
10 have to have at least bifocals where you can see up close  
11 and far away. And the up close problem is next year.  
12 What are we going to do next year?

13 We have a lot of -- the Governor has a great plan  
14 for resolving our water crisis, long term, and he has  
15 instituted some of the short-term measures that he can.  
16 He can take the additional step of asking the President to  
17 convene the endangered species group to allow additional  
18 pumping made in an environmentally-appropriately time,  
19 when there's peak flows, so that we can get adequate water  
20 south of the Delta. It's not allowed under the Endangered  
21 Species Act.

22 The judge did the best he could. He's from  
23 Mendota. His community is impacted more than any other  
24 community in the state, and I know he did in his heart the  
25 best he could under the Endangered Species Act.

1           This group was created for precisely this  
2 situation, where you can pump water environmentally to  
3 support and prevent trillions of dollars of economic  
4 damage to southern California and all the State of  
5 California, because as we go, the state goes and the state  
6 goes, the nation goes, the nation goes, the world goes.  
7 I'll get off the water supply soapbox.

8           The next one is in 2030 we'd like to see the --  
9 we are going about regulating ag discharges and the ag  
10 waivers. You and CDFA have an important role to play in  
11 that. You can't delegate that authority and  
12 responsibility to the water boards, they can't do it for  
13 ag. They'll find out after spending millions and millions  
14 of dollars that San Diego County agriculture, besides a  
15 few small -- a few significant operations, has  
16 significantly no impact on water quality, because we use  
17 drip, we don't have runoff; and spending all that money  
18 will be an absolutely -- it will be a crime, which could  
19 be diverted and used to actually clean up the water for  
20 the environment and cleaning up our beaches so the boys  
21 can swim down there. And so we don't want to repeat the  
22 experience when the water boards got involved with the  
23 dairies.

24           In San Diego County we had over 200 dairies; now  
25 a lot of those farmers were old and they weren't very

1 stubborn, there's 12 of them were stubborn, 11 of them, of  
2 course, you know are Dutch. So after the water boards got  
3 done regulating the dairies, we were down to 12 dairies in  
4 San Diego County. We now have six, and five of them are  
5 still the Dutch guys, the second or third generation of  
6 the Dutch guys. They were just too stubborn to go away.  
7 They spent the money that they had to and they just would  
8 not go away.

9           We don't want that experience to occur to the  
10 horticulture industry. We are moving into an era where  
11 the ag waivers are going to regulate our industry. And we  
12 have a billion-dollar industry, close to a billion-dollar  
13 industry. In 2030, I see that industry getting to \$10  
14 billion. If we don't enlist the support of the community,  
15 I see, besides the \$10 billion intensive ag farm gate, I  
16 see a thousand organic certified farmers out there. And  
17 we hope that those thousand certified organic farmers  
18 wouldn't be up at the podium talking about irresponsible  
19 use of pesticides, because I don't, and wasting water and  
20 getting subsidies, because I don't. The farm bill needs  
21 to be about conservation. And the horticulture industry,  
22 of all industries, gets almost no federal money for  
23 research. And that research could be used for the  
24 quarantine issues that are perplexing you probably on a  
25 more than daily basis, and hopefully this would lead to

1 some of the resolution. The scientific research needs to  
2 have some answers, and I'm hoping that we get there.

3 I sell over 200 species of ornamental plants. In  
4 those classes some of those plants are invasive in certain  
5 places, I call them problem species, and they should be  
6 managed by regulators. But you shouldn't just do --  
7 institute broad bans on general classes of plants that can  
8 be used for economic uses and that are beautiful and add  
9 to our environment. And so I see a lot of  
10 intensification.

11 And I'd like to finally follow up on  
12 Mr. Mellano's regulatory environment theme. I would love  
13 to grow a nutraceutical crop of potatoes which would cure  
14 and prevent Montezuma's revenge. Just imagine all those  
15 cruise ships going down to Baja, if they could eat some  
16 french fries on board and then not have to worry; I would  
17 just love to grow that crop. It can be grown on less than  
18 ten acres; I could grow it on my farm. We need to get  
19 that. And it would be a fantastic benefit to the  
20 environment and to people to not have to deal with  
21 Montezuma's revenge.

22 And there's hundreds, literally hundreds of great  
23 bioengineered products that are out there and available  
24 that have not been able to clear the regulatory hurdles.  
25 And that's how we're going to get to \$10 billion. But we

1 need to all work together, just be big family, corporate  
2 ag and little organic farmer, we all have to work  
3 together, and we're responsible for the environment and  
4 for our communities.

5 Thank you.

6 PRESIDENT MONTNA: Thank you very much.

7 EXECUTIVE DIRECTOR EDDY: Sir, I did have one  
8 comment for you. I think it's part of this Board, part of  
9 this Department as well and all the stakeholders in  
10 agriculture in terms of going forward with the farm bill  
11 and the coalitions that we've put together. There is  
12 specialty crop research funding that is in the farm bill,  
13 and we're looking forward to working with the California  
14 industry in implementing those programs when they become  
15 available.

16 FACILITATOR LAWLER: Speaker 28, Mark Collins  
17 from Evergreen Nursery.

18 MR. COLLINS: Hi. I'm Mark Collins. And I too  
19 admire your patience and your attention span. I'm pretty  
20 impressed.

21 I kind of wear several hats. I farm 300 acres of  
22 nursery stock in six different locations in San Diego. I  
23 have a couple hundred acres of avocados, organic avocados  
24 and oranges, and I run two of the very few legal  
25 composting operations in San Diego, but mostly I'm a

1 nurseryman. My dad was a nurseryman, my dad's dad was a  
2 nurseryman, my dad's dad's dad and my dad's dad's dad's  
3 dad. So basically we have five generations of slow  
4 learners.

5           It's pretty much what I know how to do. And I'm  
6 not going to bore you with a whole bunch details about all  
7 this stuff. Our issues I think have been pretty well  
8 represented by everybody here. It's labor, pest exclusion  
9 and water. And that's it. But water seems to be one  
10 that's on everybody's tongue at the moment and it seems to  
11 be the one that kind of misses the boat.

12           And I heard from all the hunger groups here  
13 talking about the need for organic farming and more direct  
14 marketing, et cetera, et cetera, and wanting to encourage  
15 young farmers to get into the industry. Maybe we can find  
16 a sixth generation of slow learners. At any rate, that  
17 being said, there won't be any if we don't get the water  
18 thing solved.

19           And I want to leave you with three simple  
20 questions about that, rather than comments. One of them  
21 is do you think that everybody would vote for most of  
22 these environmental issues if you asked that question  
23 differently and said, do you really want to put all those  
24 farmers in San Diego out of business in the next few  
25 years? Would our current water issue based on the Smelt

1 issue be the same as it was if that was asked directly?  
2 And second, would you believe the fish and wildlife  
3 service and the fish and game if you realized that the  
4 same science they used to determine that we needed to  
5 protect the Smelt was promulgated by the same guys who  
6 brought in the Striped Bass into the Delta which primarily  
7 ate the Smelt? So how good is their science?

8           The next one is about the water cutbacks or 30  
9 percent shortage. Here in San Diego the farmer who farms  
10 on six locations like I do in four different  
11 jurisdictions, if you go out and drill some wells and  
12 develop groundwater and actually go off the vein and stop  
13 using district water in one district, since it's a  
14 regional problem, shouldn't you be able to get credit in  
15 another district for totally cutting off your water use  
16 and therefore being able to shift that supply to another  
17 farm in another district since it's a regional problem?

18           And along those same veins, if in fact our  
19 cutting back 30 percent, if you already, which many  
20 nurserymen did after previous water shortages, you already  
21 cut to the most efficient process possible, especially  
22 since you fertilize in the water, you don't want to waste  
23 the fertilizer, so you're already pretty efficient, would  
24 it not -- ask is it fair for a Draconian 30-percent  
25 cutback of your previous use as opposed to some sort of

1 measure of your water use that's appropriate based on acre  
2 feet of use per acre? And that would be a good question.  
3 If one farmer uses lots and lots of water and then cuts  
4 back 30 percent, another one who wasn't wasting can't cut  
5 back 30 percent.

6 Thank you.

7 PRESIDENT MONTNA: Thank you, Mark.

8 BOARD MEMBER ORTEGA: I'd like to comment a  
9 little bit about the water dynamic, if it's okay with you,  
10 Mr. President.

11 PRESIDENT MONTNA: Absolutely.

12 BOARD MEMBER ORTEGA: I spent considerable time  
13 in the water world, including the Metropolitan Water  
14 District, which I left about three years ago, and, you  
15 know, the Delta Smelt is an obvious factor that the whole  
16 state has to deal with. But it's exacerbating to see what  
17 you're going through in southern California. You know,  
18 there were several comments about the impacts of runoff  
19 and fines that people will accrue as a result of focus on  
20 reducing storm water contamination. That is a problem  
21 that on an urban area is directly related to water use.  
22 We've demonstrated in southern California that we waste  
23 about a million acre feet through residential and  
24 commercial use every year. A million acre feet is half of  
25 all the water that we import.

1           So I think one of the questions that I'm  
2 interested in as we pursue this ag vision is where's the  
3 proportionality here when I know that our farmers in the  
4 urbanized area from Ventura County to San Diego are  
5 amongst the most efficient in the world given the prices  
6 that you pay for water. But this dynamic where, you know,  
7 there is a big issue related to storm runoff and  
8 contamination and you're being cut by 30 percent, and that  
9 has a ripple effect on jobs and other factors in this  
10 region, things that we're all worried about, has to be  
11 addressed. And so I'm hoping to have a continuing  
12 conversation after this session with many of you on that  
13 question. Thank you.

14           FACILITATOR LAWLER: Thank you. Speaker number  
15 29, Amy Lint from the International Rescue Committee.

16           MS. LINT: Good afternoon. My name is Amy Lint,  
17 and I work as the Community Development Coordinator with  
18 the Food Security Program at the International Rescue  
19 Committee. International Rescue Committee, actually our  
20 mission is ensure the safety of refugees and in San Diego.  
21 We resettle over 400 refugees coming from east Africa,  
22 southeast Asia and the middle east. And I'm here today to  
23 urge you as decision makers to help shape the agriculture  
24 vision with substantial efforts towards inclusion and  
25 equity, specifically for refugees, immigrants, and new

1 Americans and so as part of this sustainable food system.

2           Immigrants have played an enormous role in  
3 shaping California's population over the last several  
4 decades as we probably all know. And in 2000, the U.S.  
5 census identified 26 percent of the state's total  
6 population is foreign born. So looking at 2030, I think  
7 that we can probably say that number will grow.

8           Also, there's suggestions that immigrants have  
9 are the fastest growing sector of farmers today.  
10 Immigrant farmers are passionate about agriculture and  
11 quite experienced and have shaped the character of U.S.  
12 agriculture throughout American history. Immigrant  
13 farmers are diverse in terms of country of origin, where  
14 they live, what they produce, and how they sell. And by  
15 supporting these new and aspiring farmers, we help a new  
16 generation of farmers create viable livelihoods and  
17 contribute to the vitality of agriculture as well as their  
18 rural communities.

19           So today we ask that support for refugees and new  
20 Americans goes above just talk about fair labor wages.  
21 And this means talking about small-scale  
22 agricultural-related businesses where they have ownership  
23 and control. And this will require culturally and  
24 linguistically appropriate extension services to help  
25 refugees adjust to American agriculture as well as links

1 to mainstream agriculture assistance agencies that the  
2 state can offer as well as financial incentives and grants  
3 where applicable. This is being recognized at the federal  
4 level, but I think it's important for California to take  
5 this on as well.

6           Many refugees come from agrarian cities and have  
7 skills for farming, and they're willing to work, to do  
8 intensive hands-on labor on small tracts of land. These  
9 smaller tracts are conducive to the growing of organic  
10 specialty and niche crops that many people have talked  
11 about today. The demand for specialty vegetables is  
12 mainly attributable to the significant number of  
13 foreign-born persons living in California. Greater  
14 consumer and institutional interest in better nutrition  
15 and healthier foods drives this increased demand for  
16 organic and niche crops.

17           Because of the skills and attitudes in  
18 communities where there is substantial agriculture  
19 activities, refugees and immigrant families can be  
20 valuable resources for community revitalization. Evidence  
21 also suggests that by engaging in farming and growing  
22 their familiar foods for consumption or sale, refugees  
23 receive physical and mental well-being benefits and  
24 therefore better integrate into this society.

25           In summary, as a representative of the

1 International Refugee Committee Rescue Committee and the  
2 refugee community and the organizations we partner with in  
3 San Diego and as a wife of a landless immigrant farmer, we  
4 ask that California decision makers shaping our future  
5 agriculture vision include providing leverage where new  
6 Americans can get access to farm businesses and resources  
7 they need to be successful.

8 Thank you.

9 FACILITATOR LAWLER: Speaker number 30, Nancy  
10 Casady from the Ocean Beach Organic Foods Forum.

11 MS. CASADY: Good morning, or actually good  
12 afternoon. I'm Nancy Casady, and I am the general manager  
13 of Ocean Beach People's Organic Food Co-op, which is a  
14 36-year-old retail organic food store. We're owned by  
15 more than 10,000 families; we have gross sales of  
16 12 million a year. We are nicely profitable, pay our  
17 taxes, and are part of a \$17 billion annual organic food  
18 industry.

19 I want to thank you all for listening, and I want  
20 to thank the people in the room who have taken their time  
21 and shown the interest in coming to a hearing such as  
22 this.

23 I've never been a farmer and neither have any of  
24 my recent ancestors, but we've all been very enthusiastic  
25 eaters, as are all of our co-op members. So our vision

1 for California agriculture doesn't start in 2030, we'd  
2 like it to start today.

3           We see it as a system of profitable -- a system  
4 that is profitable, sustainable, and organic, and one in  
5 which every urban community is surrounded by a farm belt.  
6 Rigorous water management is in effect with food  
7 production use second only to safe, adequate drinking  
8 water for everyone. The soil is enhanced and no longer  
9 depleted, thus ensuring topsoil for generations to come.  
10 The distance from farm to fork has been dramatically  
11 reduced and small family-farm operations are subsidized  
12 through local, regional, and national governments.

13           California colleges and universities teach  
14 sustainable organic farming modeled on the consistently  
15 over-subscribed UC Santa Cruz program where young people  
16 flock every year to learn about organic farming. Our  
17 vision includes seeds that are not intellectual property  
18 and cross-species genetic engineering, which has been  
19 eliminated from the food chain. Decision makers will have  
20 adopted the triple bottom line, which is finances, social  
21 values, and the environment when creating policy. With  
22 the new interpersonal skills we all will have developed to  
23 get us through the upcoming global upheavals, farming will  
24 finally be fun.

25           The biggest challenge to this vision is, frankly,

1 greed. It's exacerbated by the \$5,000 per second we  
2 taxpayers have approved for the occupation of Iraq over  
3 the past six years. Think about what a small portion of  
4 that amount could do for California agriculture. What's  
5 needed is no less than evolution in consciousness  
6 manifested in courageous leadership and grounded in care  
7 for the earth and each other. You may say I'm a dreamer,  
8 but I'm not the only one. I hope someday everyone will  
9 join us, and the world will live as one.

10 FACILITATOR LAWLER: Our final two speakers,  
11 number 31, Dawn Otsuka.

12 MS. OTSUKA: Hi. I'm Dawn Otsuka. I don't even  
13 know if I'm a farmer or not. My husband and I bought a  
14 ten-acre piece of land in Vista and there were avocados on  
15 it, so we began to water it. And within two years we were  
16 able to make one month's worth of water bill; and then the  
17 following year we made two months' worth of the water  
18 bill; and then the most recent year, all of our crop has  
19 been stolen, so we have not made our water bill.

20 I have a deep-seated feeling about food  
21 production. I believe food production is the heart and  
22 soul of any society. It really has to do with our  
23 security, our national security, as evidenced by history  
24 of the demise of the bison in American, multiple war  
25 campaigns that have been lost by the lack of food. I

1 think food is very important. And within San Diego, from  
2 what I understand, the county has been able to support its  
3 population. In the last few years, though, I really don't  
4 know whether this still stands, whether or not our county  
5 can support the population.

6 I think though as a national security issue, if  
7 we could, then if there was a security problem or a  
8 natural disaster such as Katrina, and California is known  
9 for its earthquakes, we could possibly support our  
10 population until help has arrived. So I think that food  
11 is very important.

12 Since I am not a farmer, or I am a farmer, I  
13 don't know how you look at that, I can only speak from my  
14 own experience. And I'm sorry if I'm ignorant, but  
15 please, I am willing to learn.

16 Because of the 30 percent decrease in this year's  
17 water, we -- the avocado, I have a hundred trees on ten  
18 acres, that's only about one acre worth of trees, but I  
19 have seen my neighbors stump all of their trees, beautiful  
20 trees bearing trees, and yet at the same time we are  
21 bringing in fruit from other countries. I don't  
22 understand when we have fruit right here, and yet we're  
23 getting rid of our beautiful trees that supply actually  
24 better fruit.

25 I have tried to educate my friends in the city

1 that the fruit that they are buying that they think is not  
2 good fruit is actually fruit that is imported, and if they  
3 were to buy local fruit, the taste is very different.  
4 Once I'm able to communicate that to them, they agree.

5           My own personal experience this past year was  
6 that since we cannot seem to make a living, or my husband  
7 travels about two hours to and from work to support my  
8 hobby, that we offered to have our land used for a study  
9 on planting of root stock for Riverside. However, when  
10 they came out and looked at our property, they said it was  
11 ideal for their study, but we could not guarantee them the  
12 water. They tried to work on their side to get the water  
13 waiver and they determined that they could not. So we  
14 were denied that study. So research was not done.

15           I think though that another -- another problem is  
16 ordinances. We -- I answered an ad as a good Samaritan  
17 for a person that had been -- his beehives had been lost  
18 considerably in the last fires, and he was looking for a  
19 place to store his remaining hives and to possibly bring  
20 more hives into production. And I offered my ten acres,  
21 because naturally I'm not getting anything from my ten  
22 acres anyway, only to realize that I did not meet the  
23 San Diego County ordinance of having the hives situated  
24 600 feet from any of my neighbors. Although I have a  
25 large piece of property, there are houses, and when I

1 looked at the satellite, I could not find any area,  
2 including inside of my house, that wasn't 600 feet away  
3 from any neighbor. And I would have liked to have given  
4 him the opportunity to store his bees, because I  
5 understand about the bee collapse and the need to have  
6 honey bees everywhere.

7           So in conclusion, not having been a farmer but  
8 having had this brief opportunity, my conclusion for  
9 farming is that it consists of three things, and that is  
10 hard labor, science research, and political policy. And I  
11 think that you are the branch that really have to do with  
12 the political policy, and I think that you are the ones  
13 that can give priority to farms producing food so that  
14 these orchards that have taken years to grow aren't  
15 unnecessarily cut down. And also to decrease the  
16 intolerance to farming. My neighbors complain about the  
17 noise, the odor, or, for example, one of the reasons why I  
18 decided to not have the beehives put on my property is  
19 that in Vista where I live there was a lawsuit that  
20 someone was allergic to bees got stung and sued the apiary  
21 and the City of Vista.

22           Thank you very much.

23           SECRETARY KAWAMURA: Thank you.

24           PRESIDENT MONTNA: Bob, do you have a Right to  
25 Farm Ordinance in San Diego County?

1           MR. ATKINS: Yes, we do. They do have zoning  
2 too, unfortunately. I'm not the ag commissioner.

3           FACILITATOR LAWLER: The final speaker for the  
4 day is Bob Atkins, San Diego County Agriculture  
5 Commissioner.

6           MR. ATKINS: Everybody wants to put me someplace  
7 else today, I don't know.

8           A.G., Board, pleasure to have you here and  
9 appreciate your patience in listening to all the comments.  
10 Most of what I wanted to say has been covered, but I did  
11 want to focus on one of our biggest issues, and that's  
12 pest problems.

13           And I wanted to take just a moment to  
14 congratulate ourselves, the Farm Bureau, and CDFA and the  
15 California Ag Commissioners and Sealers Association for  
16 their combined efforts to change much of what was in the  
17 farm bill as subsidies and include a more strategic view  
18 of what the farm bill ought to be, and that is pest  
19 detection, pest prevention.

20           And now we have the task ahead of us of again  
21 coordinating our efforts so that we make the most of those  
22 opportunities that are in the farm bill and plan the  
23 programs that will give us the best effect, increasing our  
24 trapping, and do more planning for the pests that have  
25 crept up on us, the Asian Citrus Psyllid and

1 Huanglongbing, citrus greening are knocking at our  
2 southern door, LBAM caught us a bit flat-footed when we  
3 had traps available that should have been deployed but for  
4 lack of money.

5           I really want to congratulate A.G. for his  
6 support in the budget for enhancing the border stations,  
7 but not at the expense of the high-risk pest exclusion  
8 program that the agriculture commissioners administer at  
9 the local level. We've done our best to try and make that  
10 pay off and reduce the pests found and make sure that they  
11 stay out of the state. Pleased to see that we still have  
12 our fingers on diaprepes funding, at least enough to try  
13 and continue the effort until we can find adequate funding  
14 for that. And I appreciate the opportunity to have a dog  
15 team deployed in San Diego County this fall, partly from  
16 federal funding through CDFA.

17           I think we need to look at some of our problems,  
18 popular buzz ward, holistically, systematically, whatever.  
19 President Montna pointed out that some of the issues with  
20 using some of the sewage solids as fertilizer, same thing  
21 goes with treated effluent waters. We're pumping  
22 virtually drinking water out to sea, which doesn't make  
23 any sense when we're in a drought, and we should be able  
24 to use those waters on horticultured landscape and tree  
25 crops with the proper treatment and research to allow for

1 that.

2           There was mention made of recycling green waste,  
3 and some of the solids could also be incorporated in that.  
4 One of the challenges again, with bees and other things,  
5 is finding the right place to situate these endeavors so  
6 that they don't cause problems for the neighbors. So  
7 zoning has to be included in that. So by systems  
8 approach, I mean we have to look at all of the aspects and  
9 we have to do research that will meet all of those public  
10 needs as we take them forward.

11           One of the interesting things, we've had  
12 nurserymen speak, we've talked about pests as they affect  
13 the nurseries, the effects of quarantine, and we talked  
14 about trade; and certainly nurseries are very integral in  
15 that trade, at least the interstate trade issues. We have  
16 a one billion dollar nursery industry in this county, and  
17 it's by far the largest nursery producing county in all of  
18 its elements, the floriculture and outdoor landscape  
19 replacement crops, all of that. One of the main reasons  
20 is because we have high input costs here, high costs of  
21 water, high cost of labor, high cost of land; it's one of  
22 the few crops we can in fact produce and meet the input  
23 cost needs.

24           Some of these sustainable systems could in fact  
25 help us with that being able to reuse green waste, being

1 able to reuse water that would not be able to be used on  
2 row crops for example. These are ways that I think the  
3 industry can help itself and help solve some of these  
4 societal problems.

5           So I really appreciate again that you've come to  
6 listen to agriculture here in San Diego County and I thank  
7 you for allowing us to speak.

8           EXECUTIVE DIRECTOR EDDY: Thank you, Bob.

9           FACILITATOR LAWLER: Thank you very much.

10           That concludes our public participation and  
11 testimony. Thank you very much for your active  
12 participation, made my job very easy, and thank you for  
13 paying attention to the five minute clock.

14           I'm going to pass it now to President Montna for  
15 the conclusion of the meeting.

16           PRESIDENT MONTNA: Well, again, thank you all for  
17 your time. Your information was invaluable as we put this  
18 document together.

19           Regarding the stumping of the trees, that's just  
20 unacceptable to me, many of us, if we couldn't somehow  
21 move that water down here when many at this table north of  
22 Delta would be more than willing to help and we can't get  
23 it through the system. Ag will help ag every time at the  
24 end of the day, and even the demon rice grower will let go  
25 of some of that water to help an avocado brother in the

1 south. And it's unacceptable to many of us. And  
2 hopefully that's one of the elements, as we get a vision  
3 going forward, that can be -- that dream can be realized  
4 and we can freely move water in the state.

5 Mr. Secretary, comments?

6 SECRETARY KAWAMURA: I continue to be not amazed  
7 but encouraged by the optimism that I see in many quarters  
8 about where agriculture can be. I'll continue to stay  
9 alarmed that there are some of the very fundamentals that  
10 we all depend on, and I think it was mentioned over and  
11 over again, an infrastructure that includes dependable  
12 labor, dependable water, and a pest exclusion system that  
13 is more than adequate but robust. I think that's as  
14 important as anything. Because you all know, you could  
15 have a crop and suddenly get shut down in a quarantine and  
16 can't move product A to location B, and that's a challenge  
17 that you will face.

18 We've said many times when we mentioned the word  
19 sustainability, and that is getting tremendous discussion  
20 throughout the state. Many people talk about a stool, the  
21 three-legged stool, it was mentioned earlier, the three  
22 Es; it's economics, in other words, profitability;  
23 environmental, attention as far as being a footprint  
24 within the environment that's benign; and the third one is  
25 social equity, dealing with the fact that in urban

1 inner-cities people don't have access to farm products at  
2 all, they buy their food from a liquor store for example.  
3 The social equity component is tremendous. You have the  
4 farm workers here.

5           We had last night a session in Oxnard that was  
6 for the most part entirely from the farm worker community,  
7 which is a critical part of this. And as we mentioned,  
8 the need for labor, a dependable labor supply. All of our  
9 employees that work in agriculture, they're the pillar  
10 upon which we have a dependable supply of agriculture  
11 coming.

12           The fourth -- the three Es, as they call it a  
13 stool of sustainability, one thing I wanted to mention,  
14 and it was mentioned many times here, is a stool is  
15 actually pretty wobbly, you know, it's not that solid a  
16 foundation. And we certainly have wanted to include a  
17 fourth E, which would be education.

18           And it was mentioned many a time that education,  
19 a form of outreach, education in terms of technical  
20 education for young people coming into the industry, like  
21 what we see with FFA, education in terms of research to  
22 give us new tools, all of that is the fourth leg if you  
23 will of a table, of a platform upon which we're going to  
24 have to build a really sustainable dynamic agriculture.

25           And so I will say in finishing that your comments

1 have been exactly that, that kind of roundabout look, a  
2 dynamic look at what we need, what's missing, some of the  
3 glaring faults of a system, whether it's -- someone  
4 mentioned a dysfunctional political system that can't seem  
5 to focus on some of these very important fundamentals in  
6 the face of some very dramatic challenges to our food  
7 supply.

8           And so please stay focused, please visit our  
9 website. Don't hesitate if you have more comments to  
10 make. If you have friends that should have been here or  
11 you think of that would love to participate in this  
12 process and can deliver in written format on our website  
13 testimony, it will be included, it will be added. And  
14 then I'll ask you to go ahead and stay tuned and stay  
15 plugged in with this process with us as we come forward  
16 with that draft later this fall. And then we'll certainly  
17 then at that point have a chance to look at it.

18           I think some of the other members on the Board  
19 might have a discussion.

20           Special thanks though, real quickly, to Gabriela  
21 and J.D. over here for the great job of translation for  
22 those that were able to utilize it. Troy over here who  
23 has been, Troy Ray, who has been our transcriber and  
24 worked with us for several of the sessions. Thanks, Troy,  
25 for your work. Mike Lawler, again, thank you, Michael,

1 for your great work in keeping us on time and moving  
2 forward.

3           And it really has been a really exciting and  
4 fascinating day listening to all of you. Thank you for  
5 your comments and thoughts.

6           Any other comments down on this side?

7           PRESIDENT MONTNA: We've got two down here.

8           And before I forget, as we go to Don and Luawanna  
9 and maybe other Board Members, we'd like to close with the  
10 Board Members' comments or any questions they may have of  
11 a speaker, but we are seeking out -- our list now is over  
12 75 groups, organizations that some have commented, some  
13 have not, but we're going to make sure that we solicit  
14 everyone, stakeholder, in this process.

15           So if you have anyone that you think should have  
16 been here today, if you'd communicate that to Josh, we'll  
17 contact them and solicit their comments, any stakeholder  
18 in this business that has anything to do with agriculture.  
19 So think about that. Give it to Josh before we leave  
20 today, and we'll make sure those folks are invited to at  
21 least give written testimony. Contact him after the  
22 meeting. That would be great.

23           Don Bransford, Luawanna, whoever is first.

24           BOARD MEMBER HALLSTROM: Okay. Well, I want to  
25 say that this has been a really amazing process for all of

1 us here on the Board, probably beyond what we even thought  
2 it would be. So we really do appreciate all of you being  
3 here. I spend most of my time awake and asleep thinking  
4 about immigration.

5 But it's interesting, today we had a speaker here  
6 today who said, you know, that possibly she was speaking  
7 from ignorance. And I'll have to say she was so far from  
8 that. She was probably one of the most passionate  
9 speakers here. And that was Dawn, and, Dawn, I don't know  
10 how to say your last name correctly.

11 SECRETARY KAWAMURA: Otsuka.

12 BOARD MEMBER HALLSTROM: But I mean, you brought  
13 to light something that was so interesting, the fact that,  
14 you know, here we are, in fact somebody else gave another  
15 statistic, that the cutback that we have here in water for  
16 agriculture in San Diego County or southern California of  
17 30 percent, and yet we're only -- that's only five percent  
18 of the use. And I think that's the way it was stated, cut  
19 back from five percent of the usage, and, yet here we are  
20 cutting down our own fruit trees, avocado trees so that we  
21 then have to bring in and import that fruit. I mean,  
22 that's just astonishing. And I think if the American  
23 people new that, they would make very different decisions.  
24 Thank you.

25 BOARD MEMBER BRANSFORD: I just wanted to comment

1 on the water issue. Being from the north state --

2 MS. DIVINE: I'm sorry, the cut back on use is  
3 only around 50,000 --

4 THE REPORTER You're not going to be on the  
5 record if you don't go by the microphone.

6 MS. DIVINE: Sorry.

7 My name is Anisa Divine, and I'm from the  
8 Imperial Irrigation District. And the cutback in use,  
9 San Diego County uses approximately 160,000 acre feet of  
10 water a year. So a cutback of 30 percent is 50,048. And  
11 I believe what the statement was, it was that ag uses 30  
12 percent of the water -- or five percent of the water and  
13 it was a 30 percent cutback, so that's 21.5 percent. And  
14 it is the amount of water that the water treatment plant,  
15 that San Diego has to put into the ocean produces.

16 BOARD MEMBER BRANSFORD: My comments, again, I'd  
17 like to thank you all for coming and your comments. I'm  
18 president of an irrigation district in the north state,  
19 we're Glenn Colusa Irrigation District. We irrigate about  
20 150,000 acres of farm ground. And we are as concerned as  
21 you. Unfortunately, for you, you've been cut; we have not  
22 been cut.

23 But we have spent well over ten years in  
24 Washington trying to get surface storage built. I mean,  
25 we've gotten money appropriated, I think better than \$5

1 million appropriated that DWR is using to build  
2 reservoirs, and our interest is the Sikes Reservoir, which  
3 is up in the north state. That's not water we need. You  
4 know, that water needs to flow south, and it would be  
5 environmental water and it would be export water.

6           The north state, you know, has adequate resources  
7 and supplies; and we are very concerned, we've tried to  
8 transfer water. This year our district was going to  
9 transfer water, San Luis Delta Mendota. The  
10 environmentalists filed lawsuits against -- to stop it.  
11 In fact, four districts tried to transfer water to ag  
12 interests south of the Delta, and they all filed lawsuits.

13           And so, you know, there's a serious attempt to  
14 prevent a movement of water. And you couple that with the  
15 problems in the Delta, and it's making it very difficult;  
16 but it's not that the north state does not want to support  
17 your interests down here, but there's just a huge  
18 bottleneck coming and it's coming in many different  
19 directions.

20           BOARD MEMBER BACCHETTI-SILVA: I'd like to thank  
21 all of you for coming today. And this is the most I've  
22 heard about the country of origin labeling and being an  
23 important part of our ag industry. And I sit on the  
24 California Milk Advisory Board, as Pat Van Dam does too,  
25 and I think you reeducated us in the value of the Real

1 California Milk sale, the Real California Cheese sale, ice  
2 cream, butter. So I do -- I want to -- I really  
3 appreciate you coming and sharing those thoughts. And  
4 that will be passed along. And really gave me a  
5 reeducation on the value of our program. Thank you.

6 BOARD MEMBER ROSS: Okay. I'm not going to  
7 apologize, but you may have noticed that perhaps I'm not  
8 originally from California. But I want you to know that's  
9 exactly why I am so passionate and love this state so  
10 much, because of the kinds of people that you are and the  
11 kind of natural resources that we have and the national  
12 treasure that California agriculture is. But the thing  
13 that we have all acknowledged within our agricultural  
14 community for so many years, since I've been working in it  
15 for 20 years, is that we need to stop talking to ourselves  
16 and preaching to the choir.

17 And, A.G., I want to thank you and the staff,  
18 because what has happened through these listening sessions  
19 is I think that we finally see the opportunities to start  
20 to make those connections to work together as a community  
21 of growers and workers and eaters to change policy and the  
22 public perception. But the work of this project is just  
23 beginning, to take all of these listening sessions and the  
24 hundreds of comments that are on the website and to turn  
25 it into an action plan that we can all work on together,

1 because if anything's come through in all of these  
2 sessions, is that we're going to get a lot further down  
3 our road of where we want to go by working together and  
4 continuing this kind of stakeholder process. So thank you  
5 all for participating.

6 SECRETARY KAWAMURA: Anything else down there?  
7 Okay.

8 PRESIDENT MONTNA: It's unusual for Adan and  
9 Marvin Meyers. I was a little bit shocked. I have to  
10 shake myself here.

11 BOARD MEMBER MEYERS: My frustration is  
12 overriding my brain.

13 PRESIDENT MONTNA: Two great leaders on this  
14 Board, as are all of the rest. And Karen drew the short  
15 straw on this issue, because we have a Board Member that  
16 takes on any item, we have an agendized item. Luawanna  
17 takes labor, and Don and Marvin take water and so forth  
18 and so on. And Karen is our leader and chairman of this  
19 ag vision effort. She'll start to work the small work of  
20 the Board and CDFA to distill this as we get it together.

21 And so I do want to thank, one huge thanks we  
22 should give to Secretary Kawamura who will work with the  
23 Governor to take this vision for this industry. The  
24 Governor loves agriculture. He continually tells us he  
25 loves agriculture. He understands it. He milked cows as

1 a kid, took vocational ag courses to become a salesman;  
2 and he sells himself pretty well, you may have noticed.  
3 And with the Secretary decided to embark on this ag vision  
4 process for our great industry. So I'd like to give him a  
5 big hand. Looking forward to -- and some of our  
6 colleagues will say, well, what are we doing this for,  
7 this same old, end up on a shelf. And it's not going to  
8 end up on a shelf. We have an action Governor and an  
9 action Secretary, we're going to put this to work.

10 So again, we want to thank you for all your great  
11 efforts, spending your day with us, and we appreciate it.  
12 Stay tuned to our website. And Josh is a conduit for you.  
13 And then again, thank you for all your comments today, we  
14 appreciate it. And this meeting's adjourned. Thank you.

15 (Thereupon, the July 8, 2008,  
16 California Department of  
17 Food and Agriculture  
18 Vision Listening Session  
19 was adjourned at 12:40 p.m.)

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CERTIFICATE OF REPORTER

I, TROY RAY, an Electronic Reporter, do hereby certify that I am a disinterested person herein; that I recorded the foregoing California Department of Food and Agriculture California Farm Bill Listening Session; that thereafter the recording was transcribed.

I further certify that I am not counsel or attorney for any of the parties to said Listening Session, or in any way interested in the outcome of said Listening Session.

IN WITNESS WHEREOF, I have hereunto set my hand this 22nd day of July, 2008.

PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345